

**NORTH PERTH RECREATION COMPLEX
COMMITTEE MINUTES
Tuesday, February 9th, 2010
7:00 p.m. at the Municipal Office, Council Chambers**

Attendance: Heather Horn, Lloyd Martin, Terry Seiler, Sherri Coombs, Ed Hollinger, John Verwey, Chris Kurz, Tami Chauvin, Kate Docker, Fran Hale, Kriss Snell, Susan Thompson, Steve Hardie, Bill Watson, Bill Woods, Matt Richardson

Guest: Fred Galloway

- 1) Call to order – Vice-Chair John Verwey called the meeting to order @ 7:05 p.m.
- 2) Additions to Agenda – There were none.
- 3) Declaration of Pecuniary Interest – None declared.
- 4) Review & Adoption of the Jan. 19th, 2010 minutes –

It was moved by Lloyd Martin, seconded by Heather Horn THAT the Jan. 19th minutes of the North Perth Recreation Complex Committee be adopted as circulated.

MOTION CARRIED

- 5) Business Arising from Minutes – None.
- 6) Delegation(s) – Steve introduced Fred Galloway, who provided a 2005 Study for the municipality on recreation facilities, services and program delivery. As Council has approved a Needs & Feasibility Study, Steve contacted Fred to get some ideas on how the process would unfold and to get background support for this active committee.
Fred explained the different phases of the process as he sees it: build on the 2005 recommendations; consultation with focus groups through interviews and community through mail out and online survey; create enough data for 4 concepts then have 4 open houses incorporating a comment sheet; select 1 or 2 options and push through a business plan model, at which stage the public meeting would come into play. Fred cautioned that the expectation for survey respondents is 15 – 25%. The Promotions/Media and PR Committee would play a key role. There is some confusion as to what has been approved by Council as far as moving ahead with a recreation complex, so the first order of business is to provide clarification. We need to create a sense of urgency in order to get the surveys back in a timely manner. Displays could be set up at libraries, arenas, and the municipal office in advance to gain support of the upcoming surveys, open houses, public meetings, etc. If we provide a list of questions, it is more useful to ask for preferences by way of ranking choices. Fred cautioned how we present costs of different options as we don't want to be locked in to an amount or scare people off who are prone to sticker shock. It is important to base a plan on the needs of the community, not simply the cost. It is anticipated the study will be a 4 month process.
There was discussion about contacting John Wilkinson's office for support to improve our chances of receiving future funding. Ed H. has kept the Federal and Provincial representatives abreast of all funding applications and will

continue to follow up on any funding opportunities that arise. We did what we could in the time we had for the funding application but our biggest downfall remains that we are not really ready. Steve added that the Ministry was contacted 2 years ago and that we have met with John Wilkinson in the past year to keep him informed. The Needs & Feasibility Study is the key to identifying what the community wants and what they can afford.

It was questioned where the Municipality stands financially as it is rumoured that we are over extended with all the projects going on. Staff has set up a plan to manage long term debt which does not have a huge impact on the tax base. We're not in bad shape and we need to get that message across to the residents of North Perth.

Paul Horn had drafted a letter of what should be included in the latest media release, which Sherri's Committee re-worded. Fred commented that we are on the right track but that some of the content should be softened a bit. He will make some comments and circulate them over the next few days.

As Fred sees it, there are 2 main points to be covered: why we need a new arena, and the importance of a Needs & Feasibility Study to assess the alternatives.

It was moved by Heather Horn, seconded by Lloyd Martin THAT the Promotions/Media & Public Relations sub-committee work with Fred Galloway to develop a communications strategy and outline the process for the Needs & Feasibility Study to the residents of North Perth.

MOTION CARRIED

Fred suggested a 'branded' section of the Banner for the next 4 – 6 weeks as well as spots allocated on the website and the Community Connection newsletter. We need to control the message being sent out instead of reacting to public speculation.

Fred will start drafting the survey and the committee will meet to review it in the next few weeks.

It is crucial that we move forward and put a face to this project – maybe use the 'hot topic' section of the Banner. It was agreed that Bill Huether should be contacted to lay out a suitable plan of attack.

John thanked Fred Galloway for his presentation and input and Fred left the meeting at 8:45 p.m.

7) Sub-Committee Reports

Heather – Nothing to report at this time.

Sherri – Nothing to report at this time.

Lloyd – Nothing to report at this time.

Bill Woods for Russ – Nothing to report at this time.

8) Media Release – Already discussed.

9) Other Business – Ed H. reported on the sub-committee budget requests. The \$20,000.00 for the Needs & Feasibility Study will be included in the budget process and will be paid for under development charges. It will be suggested to the budget committee that \$10,000.00 be budgeted for the Recreation Complex Committee to use for the 4 sub-committees as needed throughout the course of 2010 instead of each sub-committee having their own budget. Fran added that the committee can always go back later with budget amendments if necessary.

Kriss remarked that there will always be negativity surrounding this or any other project and that we need to get past that.

Tami commented that the Promotions/Media and Public Relations Committee have already set out a strategy at minimal cost similar to what the consultant presented tonight, and questioned why we are not making use of it. Sherri offered that it is the expertise that we need, especially in the wording of the survey questions, to maximize the benefit of this process. The committee was in agreement that an objective 3rd party is required to stand up in public to defend the study findings.

10) New Business – There was discussion regarding Kin representation on this committee. The following motion will be forwarded to Council:

It was moved by Lloyd Martin, seconded by Bill Woods THAT Kin members Bill Watson and alternate Tami Chauvin be appointed to the North Perth Recreation Complex Committee.

MOTION CARRIED

11) Announcements – The next meeting was set for **Tues. Mar. 2nd @ 7:00 p.m.** in council chambers. Sub-committee members will again be invited to attend. The site selection process will be reviewed at this meeting.

It was moved by Heather Horn, seconded by Sherri Coombs THAT the meeting be adjourned at 9:00 p.m.

MOTION CARRIED

Vice - Chairperson – **John Verwey**

Date

Recording Secretary – **Kate Docker**

Date