



TOWNSHIP OF NORTH HURON

REPORT

Item No.

REPORT TO: Reeve Vincent and Members of Council
PREPARED BY: Pat Newson, Director of Recreation and Facilities
DATE: 04/07/2016
SUBJECT: Activity Report for July 4, 2016
ATTACHMENTS: Westcast Industries donation information, Wingham Jets Event Flyer
Tender opening results – Memorial Hall Renovation Project

RECOMMENDATION:

THAT the Council of the Township of North Huron hereby receive the Activity Report of the Director of Recreation and Facilities, dated July 4, 2016, for information purposes.

EXECUTIVE SUMMARY

The Director of Recreation and Facilities provides a monthly report of department activities and ongoing projects to keep Council informed.

DISCUSSION

Airport

A Special Meeting of Council was held on Thursday June 23, 2016 to review the decision to operate the airport and accept Option A from the Feasibility Study. The minutes are available on-line.

The Wingham Jets Rally is planned for July 22-24, with the two public days being July 23-24. The flyer for this event is attached to this report.

Blyth Memorial Community Hall

Lease Agreement:

A by-law to adopt the lease agreement for Blyth Memorial Community Hall is part of this Council Agenda. The Blyth Arts and Cultural Initiative 14/19 Inc. Board of Directors has reviewed and approved the final lease document at their last meeting Thursday. The Township lawyer has reviewed the lease on behalf of the Township of North Huron. A letter of understanding was delivered to the Blyth Centre for the Arts to terminate the current Joint Management Agreement in place between that organization and the Township of North Huron for the operations of the Blyth Memorial Community Hall. The fixturing period of the new lease allows for the transition of the current joint management agreement, the construction phase and the operations when the facility re-opens in May 2017. Schedule E of the Lease Agreement outlines the understanding between the Township and the community stakeholders for use of the facility during the lease period.

Renovation Project:

A Public Opening was held on Tuesday June 28, 2016. The results of the opening are attached to this report. The Architects are reviewing the bids, and will provide a detailed report and recommendation for the July 18, 2016 meeting with the expectation of awarding the contract at that meeting. The renovation committee is meeting in the days leading up to July 18th to review the tender report and provide their feedback for Council.

Blyth Arena Board Update

The Blyth Arena Board met on June 15, 2016 to consider their status under the North Huron Committee Appointment Policy. At the meeting the committee considered disbanding as a Committee of Council. Instead the committee is reviewing a new proposed policy for the administration of the Blyth Leaf Account that would allow for ongoing community input, and for bi-annual meetings hosted by the Recreation and Facilities Department to review needs and service requests of the facility users. The committee is in the final review stages of the proposal for Council, and a staff report can be expected at the July 18, 2016 Council meeting.

Summer Day Camps

The Recreation Programming is focussed over the next eight weeks with a jam packed summer of day camp activities. Below is the status of registrations so far, we continue to take registrations throughout the summer as space permits.

Camp	Date	# Registered
North Huron Day Camp	July 4-8	42
North Huron Day Camp	July 11-15	44
Surf'n Turf Specialty Camp	July 18-22	53
Literacy/Numeracy Campers	July 4-22	31
North Huron Day Camp	July 25-29	44
Blyth Day Camp	July 25-29	8
Surf'n Turf Specialty Camp	Aug 8-12	48
North Huron Day Camp	Aug 15-19	46
North Huron Day Camp	Aug 22-26	50
Travelling Teens Specialty	Aug 2-5	4
Basketball Specialty	July 11-13	20

Wingham Horticultural Society

The Wingham Horticultural Society is hosting their 50th Anniversary Celebration on July 23, 2016 at Cruickshank Park in Wingham. This is a significant milestone for this volunteer organization and they would appreciate any Council support at this event.

North Huron Wescast Community Complex (NHWCC) – Naming Rights

At a North Huron budget meeting, Councillor Knott requested that staff research the details of the Wescast Industries donation toward the build project of the facility, and any conditions associated with the naming rights. The question was raised if there was any time limit attached to the naming rights, and were there any conditions associated with the donation. After a review of the minutes of the Build Committee for the NHWCC, the two attached documents are record of the donation made by Wescast Industries for \$2M. This appears to be all the municipal records available on this.

The Director of Recreation and Facilities attended the Parks and Recreation Ontario (PRO) Conference in October. At that conference the Director attended a session on "Sponsorship and Naming Rights: Municipal Benchmarks". The session was presented by Bernie Colterman, Managing Partner, Centre of Excellence for Public Sector Marketing. The trend in today's market is for the naming rights of facilities to be handled in a long term contract, where the sponsor pays an annual fee over a period of 5-10 years. There are naming rights opportunities for the name of an entire Complex, and for the specific spaces inside a Multiplex facility. In smaller rural communities

(population under 10,000), the sponsorship market is smaller and each community must determine their fair market value. Based on the presenter's experience, the annual fee for naming rights for a Multiplex could vary from \$30,000 to \$160,000 depending on the size of the community. For smaller rural communities the value of \$30,000 to \$ 50,000 annually is a realistic target. Based on this estimated value, the Wescast Industries one time donation of \$2M, would provide their naming rights for 40-50 years – which exceeds the life expectancy of the facility. Based on this information, reasoning could be extrapolated that Wescast Industries purchased the naming rights for the life expectancy of the facility built in 2001. In the future when the building is replaced by a new facility, or undergoes a major restoration/renovation, but remains at the same location, the naming rights could be re-visited at that time.

FINANCIAL IMPACT

Nothing to report.

FUTURE CONSIDERATIONS

Next department activity report is scheduled for August 2, 2016.

RELATIONSHIP TO STRATEGIC PLAN

Our community is Healthy and Safe

Our administration is fiscally responsible and strives for operational excellence.

Pat Newson, Director of Recreation and
Facilities

Sharon Chambers, CAO