

**STAFF REPORT: Administration**



**REPORT TO:** Finance and Administration Committee  
**MEETING DATE:** January 30, 2012  
**REPORT NO.:** CEDC.12.1  
**SUBJECT:** Town Hall Public Usage Program  
**PREPARED BY:** Lisa Kidd, Communications and Economic Development Coordinator

**A. Recommendation**

THAT Council receive Report CEDC.12.1 "Town Hall Public Usage Program" for information purposes; and

THAT the corporation continue the Town Hall Usage Program pending revisions as recommended herein.

**B. Background**

On June 21, 2011, Council adopted a committee recommendation to approve the **Interim** Guide for Rental of Town Hall Space as outlined in Staff Report CEDC.11.14 (see Attachment 1).

In that report, Staff committed to bringing an update to Council on Town Hall usage.

Below is a summary of approved Town Hall public usage since June 2011:

Organization	Purpose
Probus Club	Camera Club (1)
Beaver Valley Agricultural Society	Board Meetings (2)
Beaver Valley Athletic Association	Board Meetings (2)
Business Improvement Area	Olde Fashioned Christmas (1)
Shoreline Chorus	Christmas Event (1)
Town of The Blue Mountains	Family Fun Day (1)
Town of The Blue Mountains	Thornbury-Clarksburg Rotary Club Tour of New Town Hall and dinner (1)

Through the experience of these events, two cost impacts for the Town have become immediately apparent;

- 1) Some added post-event cleaning costs, over and above regular Town Hall cleaning;

- 2) Costs related to the requirement of having sufficient Staff trained in the building's fire safety plan, and present for the event during overtime hours.

As a result of these factors, and user and Staff feedback, Staff recommend the following program criteria on a go-forward basis:

- the space will be available for use by not-for-profit groups, providing service to the residents and community of The Blue Mountains;
- bookings will be accepted subject to availability;
- Town Hall space may be used between the hours of 8:30 a.m. and 4:30 p.m., Monday to Friday, with the exception of statutory holidays;
- Town Hall space may be used after hours and on weekends and statutory holidays when such use is supervised by a Town employee and such use is directly related to services/functions provided as part of the Town's core services;
- liquor-licensed events or meetings are not permitted at this time;
- all bookings shall be received and administered by the Recreation Department, as they currently administer bookings for all other municipal facilities; and
- any requests for Town Hall usage beyond these accepted uses shall be brought before the Finance and Administration Committee for consideration, at the request of the applicant.

Staff also recommend that a future Town Hall public usage program address the following:

- fire safety protocols and procedures, specifically for large public events held outside of regular office hours;
- insurance requirements for those events which are not covered under the Town's current insurance policy; and
- cost recovery options, specific to costs for cleaning services, staff time for set-up, tear-down and event monitoring. Cost recovery could take the form of a fee, or a donation made by Council through the approved budget.

### **Additional Notes of Interest**

Since the implementation of the interim guide, the public has used the Town Hall space as a social gathering, multi-purpose space, accessible to all, thereby fulfilling the community vision of the facility.

As per the reference to cost recovery options, the Town would not be permitted to charge a fee until such fee is included in a future Fees and Charges By-law.

During the period June 2011 to December 2011, Library rental revenues were \$1,350, a decrease of \$525 from the same period in 2010. While Staff cannot determine causality between the Library Rental Program and the Town Hall Public Usage Program, it is noted here for Council's consideration.

### **C. The Blue Mountains' Strategic Plan**

6.5 Involve the community, business sector, developers, public partners and others in the ongoing work of the municipality

6.6 Implement processes for continuous improvement

### **D. Environmental Impacts**

None.

### **E. Financial Impact**

Implementing a cost recovery model into a future policy would contribute to the sound and sustainable financial management of the corporation.

### **F. In Consultation With**

This staff report was prepared in consultation with Chief Administrative Officer, Troy Speck and Director of Recreation, Shawn Everitt.

### **G. Attached**

Attachment 1- Staff Report CEDC.11.14

Respectfully submitted,

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**STAFF REPORT: Administration**



**REPORT TO: Finance and Administration Committee**  
**MEETING DATE: June 21, 2011**  
**REPORT NO.: CEDC.11.14**  
**SUBJECT: Rental of New Town Hall Space**  
**PREPARED BY: Lisa Kidd, Communications and Economic Development Coordinator**

### **A. Recommendation**

THAT Council receive Report CEDC.11.14 "Rental of New Town Hall Space" for information purposes; and

THAT Council approve the Interim Guide for Rental of Town Hall Space as outlined herein.

### **B. Background**

During the community dialogue and visioning sessions related to the construction of the new Town Hall, it became clear that the public desired that the new Town Hall be a social gathering, multi-purpose space, accessible to all.

Since our Town Hall opened in May 2011, staff have received calls from various groups and individuals to utilize space within and adjacent to the building for meetings and events. Staff wish to have a guide, approved by Council, which may be used to address these enquiries.

To date, staff have received requests for off-hours tours and bookable space by the following groups and organizations:

- The Beaver Valley Athletic Association;
- Thornbury-Clarksburg Rotary Club;
- The Beaver Valley Agricultural Society;
- Local legal firms; and
- The National Hockey League Officials Association.

## **Proposed Interim Guide for Rental of Town Hall Space**

At this time, staff recognize the importance of offering the new Town Hall as a space for public gathering. Staff propose the following interim guide to address such requests:

- The space is available for use by not-for-profit groups, providing service to the residents and community of The Blue Mountains.
- There will be no fee charged for use of the space.
- Bookings will be accepted subject to availability.
- Town Hall space may be used between the hours of 8:30 a.m. and 4:30 p.m., Monday to Friday, with the exception of statutory holidays.
- Town Hall space may also be used after hours and on weekends and statutory holidays when such use is supervised by a Town employee and such use is directly related to services/functions provided as part of the Town's core services.
- Liquor-licensed events or meetings are not permitted at this time.
- All bookings shall be received and administered by the Recreation Department, as they currently administer bookings for all other municipal facilities.

Users will be surveyed after an event to determine what worked and what did not work.

Town staff will provide on-going updates to Council related to the bookings, i.e. who is using the facility and for what purpose.

Given that the events will be directly related to the Town's core services, there are no insurance related implications with this interim arrangement. This matter will be further explored as part of our broader review of the use of Town Hall.

Staff will report back to the Finance and Administration Committee in May 2012 on the success of the rental program to date and identify ways to enhance the service, as budget permits.

Future service enhancements may include:

- extended ability to book space before or after usual office hours;
- permitted liquor licensing via Special Occasion Permits; and/or
- bookings for private functions.

During this interim process, between now and May 2012, staff will:

- research and consider other best practices;
- consider ways to ensure that this service does not directly compete with other public rental venues (e.g. Marsh Street Centre, Beaver Valley Community Centre, The L.E. Shore Memorial Library, etc.);and

- ensure that the original vision of the Town Hall as a gathering space is achieved.

Please note that the Town would not be permitted to charge a fee until such fee is included in a future Fees and Charges By-law.

### **C. The Blue Mountains' Strategic Plan**

- 6.5 Involve the community, business sector, developers, public partners and others in the ongoing work of the municipality
- 6.6 Implement processes for continuous improvement

### **D. Environmental Impacts**

None.

### **E. Financial Impact**

None.

### **F. Attached**

None.

Respectfully submitted,

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