



Minutes

Leisure Activities Plan Steering Committee

Meeting Date: October 15, 2020

Meeting Time: 2:30pm

Location: Microsoft Teams

Prepared by: Tanya Patterson, Administrative Assistant Community Services

A. Call to Order

Ryan Gibbons, Director of Community Services called the meeting to order at 2:38 p.m. with Committee members Councillor Peter Bordignon, Bill Abbotts, Scott Bamford, Michael Thompson, Marc Anthony Venere, and Barb Weeden present. Committee member Cathy Innes joined the meeting at 2:46 p.m.

Town staff present were Director of Community Services Ryan Gibbons, Administrative Assistant Tanya Patterson, GIS Specialist Steve Aldred, Intern Trayne Brown.

Also present were Dunbar & Associates Recreation Consultants Peter Dunbar and Chris Fawcett.

- **Traditional Territory Acknowledgement**
- **Committee Member Attendance**
- **Approval of Agenda**

Moved by: Michael Thompson

Seconded by: Peter Bordignon

THAT the Agenda of October 15, 2020 be approved as circulated, including any revisions to the Agenda, being to move item C.9 Meeting Frequency to below C.2 Discussion and Appointment of Chair for the Leisure Activities Plan Steering Committee

Abbotts, Bill	Yay
Bamford, Scott	Yay
Bordignon, Peter	Yay
Innes, Cathy	Yay
Thompson, Michael	Yay
Venere, Marc Anthony	Yay
Weeden, Barb	Yay
The motion is Carried.	

Declaration of Pecuniary Interest and general nature thereof

NOTE: In accordance with the *Municipal Conflict of Interest Act* and the Town Procedural By-law 2019-56, Leisure Activity Plan Steering Committee Members must file a written statement of the interest and its general nature with the Clerk for inclusion on the Registry.

B. Staff Reports and Deputations

B.1 Deputations, if any

None

B.2 Public Comment Period (each speaker is allotted three minutes)

NOTE: In accordance with the Town Procedural By-law 2019-56 fifteen minutes is allotted at the Meeting to receive public comments regarding Leisure Activities Plan Steering Committee matters included on the Agenda. The speaker shall provide their name and address, and shall address their comments to the Chair. Comments shall not refer to personnel, litigation or potential litigation matters, or matters that are a follow-up to a Public Meeting.

NOTE: Committee meetings are taking place virtually to assist with social distancing with respect to COVID-19. Comments received from the public that have not been included on the Agenda will be read at the meeting by the Assistant.

B.3 Staff Reports

None

C. Matters for Discussion

C.1 Welcome and Introductions

Director of Community Services Ryan Gibbons has worked with the Town of The Blue Mountains for 19 years; he has been the director for 2 years.

Bill Abbotts is a 5th generation Thornbury resident. He lived overseas in Australia for 5 years and worked at Blue Mountain Resort for almost 20 years. Bill was on Town of The Blue Mountains council for 9 years, assisting in the development of the Thornbury Harbour. During Bill's retirement he is enjoying sailing, cycling and spending time with his grandchildren.

Cathy Innes has been primarily residing in the area since 2003. For 5 years prior, Cathy enjoyed sailing in the area. She was on the library board for 11 years, and chair for 9 of those years. Cathy has been the Beaver Valley Outreach Board of Directors Chair since 2003, bringing a broad base to the committee with having access to the senior and daycare programs. Her interests include pickleball and tai chi.

Marc Anthony Venere has been familiar with the area for 20 years, visiting with his family and appreciating the local amenities. Although his family does not primarily

reside in the area, they hope to one day become permanent residents. Marc and his wife recently started a family foundation and wish to give back to the community. He looks forward to contributing to the Leisure Activities Plan for the enjoyment of the area for generations to come.

Michael Thompson and his family have been enjoying the area for 30 years. They purchased property in the area 7 years ago. Michael is a retired partner of Ernst & Young. In 2002 he took a global role for the organization and lived in Bermuda for about 8 years. Michael retired approximately 4 years ago. He spends his time consulting for two major charities, and on a board for an insurance company.

Scott Bamford retired and relocated to the area over 5 years ago. He was a high school athletic director in London for 30 years where he was involved in many provincial sporting organizations and the Canadian Olympic Sailing Team in 1996.

Barb Weeden has been a 4th generation permanent resident for 4 years. Barb became involved in the community as a volunteer for Big Brothers and Big Sisters, and fundraising for Beaver Valley Outreach. She is the executive director for Events of Life, working with adults with special needs. Barb's background in recreation includes her role at Seneca College in King City for 22 years where she managed an outdoor education centre and ran an outdoor adventure camp for children. She was involved in the growth and development of the campus as chair of an environmental expansion committee that helped to incorporate new recreation facilities into the campus.

Councillor Peter Bordignon sits on six Town of The Blue Mountains committees. He looks forward to the role of the Leisure Activities Plan Steering Committee, and the research, planning and execution of the Plan for setting the tone of the Town's leisure and lifestyle for the next few decades.

C.2 Discussion and Appointment of Chair for the Leisure Activities Plan Steering Committee

Moved by: Peter Bordignon

Seconded by: Michael Thompson

THAT the appointment of Chair for the Leisure Activities Plan Steering Committee be deferred to the next Leisure Activities Plan Steering Committee meeting.

Abbotts, Bill	Yay
Bamford, Scott	Yay
Bordignon, Peter	Yay
Innes, Cathy	absent
Thompson, Michael	Yay
Venere, Marc Anthony	Yay
Weeden, Barb	Yay
The motion is Carried.	

C.9 Meeting Frequency

Moved by: Peter Bordignon

Seconded by: Michael Thompson

THAT the Leisure Activities Plan Steering Committee meet on Thursday, October 29th, 2020;

AND THAT the decision of the Leisure Activities Plan Steering Committee meeting frequency be deferred to the Thursday October 29th, 2020 meeting

Abbotts, Bill	Yay
Bamford, Scott	Yay
Bordignon, Peter	Yay
Innes, Cathy	absent
Thompson, Michael	Yay
Venere, Marc Anthony	Yay
Weeden, Barb	Yay
The motion is Carried.	

Michael Thompson left the meeting at 3:05 p.m.

C.3 Overview from Ryan Gibbons, Director of Community Services

Town of The Blue Mountains approved its first Leisure Activities Plan in 2006, working with consultants Monteith Brown.

The Plan was updated in 2015 and became an inventory and cost analysis exercise, updating the amenities, facilities and properties the Town had at that time. The intent was to provide council with capital and on-going cost information for when they needed to make decisions for facilities and properties.

The 2020 Leisure Activities Plan was approved through the 2020 budget process. With the onset of the pandemic, council requested staff review capital projects over \$50,000. Due to the budgeted amount, staff was unsure if the Leisure Activities Plan project would move forward in 2020. An unsolicited proposal from Dunbar & Associates Recreation Consultants provided value and experience specific to this area. Staff recommended that council approve and move forward with the Leisure Activities Plan this year.

The process of updating the Leisure Activities Plan provides an opportunity to determine the communities' wishes for recreation and leisure services. Engaging with the community and residents through surveys, interviews and focus groups will assist in determining the Town's direction for recreation and leisure services and making recommendations to council. Part of the process will involve an inventory of amenities, reviewing opportunities with local organizations and developments, and partnerships with neighbouring municipalities.

The updated Leisure Activities Plan will demonstrate the Town's leisure and recreational short-term needs and long-term opportunities, considering the current and future trends.

C.4 Overview from Dunbar & Associates

Peter Dunbar grew up in Toronto and was given an opportunity to go to University of Michigan on a hockey scholarship. This experience was transitional in his thinking of how recreation should be provided.

Peter returned to Canada with the decision of wanting to make an impact in the recreation field. He lived in the Town of Wasaga Beach for 5 years while creating the recreation department. Peter then became the Recreation Director for the Town of Collingwood for 30 years.

Being from Toronto and having a good knowledge of North America, he discovered this area to be the best place he had been. As his career developed, his expertise in special events and trails developed. Peter worked with Bill Abbotts in developing the Georgian Trail about 30 years ago. Being in Collingwood allowed him to create Dunbar & Associates Recreation Consultants over 25 years ago to help municipalities with special event planning and trails.

Chris Fawcett and Peter worked together in Wasaga Beach and have known each other for 40 years. Together they bring knowledge of municipal processes and recreation development.

Since the start of the Leisure Activities Plan project, Peter and Chris developed and released a community survey, and interviewed over 35 key stakeholders chosen with the assistance of Ryan and CAO Shawn Everitt.

The survey provides basic questions, priorities and themes that are currently occurring. The interviews help define the transitions of activities and developments, into themes and commonalities to move forward. The next step is to determine the focus group format for reviewing and prioritizing the themes and commonalities.

Peter indicated it would be beneficial for the Town of The Blue Mountains to work with its community partners to create a long-term plan of approach of direction and support for the Town's Leisure Activities Plan.

C.5 Overview from Councillor Peter Bordignon

Councillor Peter Bordignon described that as a councillor representative his responsibilities include reporting to the mayor, deputy mayor and the rest of council, and communicating their thoughts to the Leisure Activities Plan Steering Committee.

The main scope of the committee is to review every angle of the definition of leisure activity, i.e. sport, lifestyle, a place. Combining these aspects and planning leisure activities for the short and long term, learning from the past and setting the tone for the future.

With residents deciding to reside permanently in the area versus seasonally, more people are looking for things to do. There are many opportunities to discuss leisure and

understand the meaning of leisure activities to residents, including waterfronts, places, parks.

To summarize conversations with the mayor and council, Councillor Bordignon indicated that this is a lifestyle about how we live and where we're going to do it.

C.6 Steering Plan Committee Feedback

The committee members were provided with an opportunity to provide feedback regarding overall direction of the Committee, or insight for moving forward.

Barb Weeden indicated she feels the direction of the Committee is on track. The area offers four-season recreation opportunities for all age groups. Events for Life utilizes the various amenities in the area, but there are more opportunities for community amenities. It is important to consider the amenities for future generations.

Scott Bamford inquired about a demographic study to illustrate the evolving nature of the community, including present and future predictions. It is important to maximize the use of the facilities that already exist, also considering the future of the current school system. Ryan indicated the Town's planning department has a 2019 data set available. There was a concern that the data will already be outdated.

Marc Anthony Venere indicated it would be beneficial to enhance the area's amenities in the short-term, and understand the area demographics information to create short, mid and long-term objectives for a wholesome plan for the next few decades.

Cathy Innes is interested in the demographic's idea. She has been following the area's changes in census since 2003. She appreciates the consideration of partnerships and sharing recreational facilities. Cathy feels short, mid and long-term goals will help in moving forward with a plan.

Bill Abbotts is pleased that regional opportunities and partnerships are being considered.

ACTION: Chris Fawcett requested a meeting with Town staff to review the demographics data available and determine the most accurate data sources.

C.7 Town Policies & Legislation Acknowledgement

Director of Community Services Ryan Gibbons requested committee members forward their original signed acknowledgement to Town Hall.

C.8 Review Terms of Reference

Director of Community Services Ryan Gibbons highlighted a few points in the Terms of Reference.

The committee is comprised of 6 members of the public and 1 member of council. In order to achieve quorum, at least 3 members of the public and 1 council member is required at each meeting.

The appointment of chair at the next meeting will be presented to council in the following consent agenda. Council will consider the recommendation, and if approved, the chair responsibilities will be forwarded from Ryan to the appointed Chair.

The Steering Committee, staff members and consultants will make recommendations to council through consensus of the Committee.

C.10 Survey Review

The survey closes on October 16th, 2020. There are over 700 survey responses to date.

Director of Community Services Ryan Gibbons provided an overview of a survey report illustrating the questions and completed answers.

Barb Weeden left the meeting at 3:45 p.m.

Chris Fawcett noted that Dunbar & Associates' professional survey manager commented on the reliability of the survey and indicated the return rate is excellent for this type of survey considering it is a voluntary response.

C.13 Project Overview – Dunbar & Associates

Chris Fawcett provided an overview of the Leisure Activities Plan timeline discussing the processes to date and moving forward.

C.14 Data Collection Overview – Trayne Brown, Intern

Intern Trayne Brown resides in Meaford and is a 3rd year sports management student at Niagara College.

Trayne has been collecting the inventory of the Town's properties, facilities and amenities. He provided a presentation summarizing the information he has gathered to date.

Bill Abbotts inquired about capturing road cycling, mountain biking and gravel riding in the information. Ryan Gibbons would like to work with Grey County's tourism department and bring in some of the information they've captured through their Cycling and Trails Master Plan.

ACTION: Chris Fawcett requested a meeting with Trayne Brown to review the presented information in more detail, including local ski club information.

ACTION: Chris Fawcett would like recommendations regarding an interviewee as a cycling stakeholder.

C.15 Mapping and Data – Steve Aldred, GIS Specialist

GIS Specialist Steve Aldred provided an overview of the map types created using the data provided by Trayne Brown and other resources including Grey County, local conservation authorities, and Ministry of Natural Resources and Forestry.

Steve created a computer application and QR code for trail users to inform Town staff of any deficiencies. Moving forward a QR code option will be available to enhance the users experience by providing trail information such as amenities and viewpoints.

Discussion included adding cycling information to the maps and consider regional mapping.

ACTION: Steve Aldred would like to be included in the meeting with Trayne Brown, Chris Fawcett and Peter Dunbar to assist in capturing information in the GIS maps.

C.16 Focus Group Sessions

Peter Dunbar indicated the process to date has been about funneling the information gathered to a point in which processes and strategies can be determined through focus group sessions.

It is suggested that four scheduled sites be regionally determined to provide engagement from different areas and perspectives within the municipality. Groups of five to eight people in each focus group is ideal. Moderators will be required for each site. The Steering Committee will be involved in providing suggestions for the participants and moderators for each focus group.

The delivery format of the focus groups will need to be considered due to the current pandemic.

Three suggested categories of strategic movement based on intermediate, medium and long-term goals include:

- a) Facility upgrades or new developments
- b) Program upgrades
- c) Trails and park amenities

A document illustrating the emerging themes from the key stakeholder interviews was briefly reviewed.

Councillor Bordignon indicated the key aspect of staff or committee member involvement in focus groups is to absorb and not lead the discussion. A geographical cross section of focus groups would be beneficial in capturing how the residents in the various communities within the municipality live their lives. The focus groups should also capture regional geographic areas.

D. New and Unfinished Business

D.1 Additions to the Agenda

D.2 Items Identified for Discussion at the Next Meeting

E. Notice of Meeting Dates

October 29, 2020
Microsoft Teams

F. Adjournment

Moved by: Peter Bordignon

Seconded by: Bill Abbotts

THAT the Leisure Activities Plan Steering Committee does now adjourn at 4:43 p.m. to meet again at the call of the Chair.

Abbotts, Bill	Yay
Bamford, Scott	Yay
Bordignon, Peter	Yay
Innes, Cathy	Yay
Thompson, Michael	absent
Venere, Marc Anthony	Yay
Weeden, Barb	absent
The motion is Carried.	