



Staff Report

Report To: South Huron Council

From: **Dan Best, Chief Administrative Officer/Deputy Clerk**

Date: August 21 2017

Report: CAO 17.26

Subject: Community Hub/ Recreation Centre Committees
Terms of Reference

Recommendations:

That South Huron Council receives the report of Dan Best, Chief Administrative Officer regarding the proposed Terms of Reference for the Community Hub/Recreation Centre; AND

That Council approve the Terms of Reference as presented and authorize Administration to proceed with the recruitment process for the Project Steering Committee and the Fundraising Chairperson; AND

That the Recruitment Committee for the Project Steering Committee consist of the following: The Mayor, Deputy-Mayor, Chief Administrative Officer and one other Councillor selected by Council

That upon the approval of the Fundraising Chairperson by Council, Administration be authorized to initiate the recruitment of the Fundraising Committee; AND

That the Recruitment Committee for the Fundraising Committee consists of the Project Steering Committee Chair, Fundraising Committee Chair and the Chief Administrative Officer; AND

That all recommendations through the recruitment process will be submitted to Council for consideration

Purpose:

Council Decision

Background and Analysis:**Project Steering Committee**

The recruitment of a Project Steering Committee will be a critical component to the success of the project. It is anticipated that this Committee would be established to advise Council, Administration and the Project Management Team on specific matters as they pertain to the preparation and delivery of the facility.

The overall purpose of the Steering Committee is to ensure that the stakeholders in the community along with members of Town Council have their interests represented during the tenure of the project and that by playing this key role the community will have a strong sense of ownership and support the development of the facility.

The Committee would be able to share opinions and perspectives and offer collective advice to the Project Management Team. The Committee's input, along with broad public consultation, will enable a planning process that is open, transparent and meaningful to the community.

Input would flow from the Steering Committee to the Project Management Team throughout the process in the form of information and feedback which would be used by the Project Management Team throughout the project. Additionally, the Steering Committee will provide input to the Project Management Team on community engagement and communication activities.

Membership on this Committee would consist of members from Council; Representatives from user groups such as Sport & Recreation Users; Arena Users; Community Organizations; Business & Corporations; Private & Public Institutions; Public; Other Levels of Government.

Fundraising Committee

The recruitment of this Committee will ensure that key objectives are met including the following:

Review existing fundraising initiatives and carry out a fundraising capacity assessment to confirm and/or establish realistic sponsorship and community fundraising targets.

- Develop a comprehensive fundraising strategy that identifies corporate and community fund raising targets and assess the cost / benefit of outsourcing fund raising programs to professional services.
- Develop a donor recognition program that appropriately acknowledges differing levels of corporate and private contributions.
- Create a sponsorship program that could enable naming rights to specific components of the facility.
- With assistance from the Project Steering Committee identify potential “value in kind” contributions for the project.
- Identify administrative requirements required to implement all fundraising and marketing / promotional plans and recruit and provide recommendations to the Project Steering Committee concerning the employment of such services.
- Outline an integrated advertising and communications strategy that aims to build awareness of fundraising efforts
- Develop a strategy and schedule towards the organization of special community events to raise awareness of project fundraising efforts and objectives.

The composition of the Committee will preferably include business and community leaders, and individuals who have previously been involved in major capital fundraising initiatives and/or have a background in marketing and promotions.

It should be noted that it is anticipated that approximately \$5,000,000 would be raised through fundraising activities to ensure the viability of the project. It should be noted that this amount would be exclusive of Sponsorship strategies.

Operational Considerations:

None

South Huron’s Strategic Plan:

Our Strategic Plan identified concerns over the aging recreation facilities and the lack of recreational programming for both youth and seniors. In order to attract or retain youth in South Huron, respondents indicated that there is very limited in terms of recreation activities and programming that is specifically geared towards youth. As well, there are not enough youth based organizations for youth to be involved in, and some respondents have indicated that it has caused younger families to move to neighbouring communities rather than remain in South Huron.

Respondents also indicated that there is a lack of accessible recreational facilities and programming within South Huron for seniors. Old facilities need to be upgraded and retrofitted to meet the growing demands of the aging population. Further, respondents highlighted the need for an age friendly/active living focus for seniors in the community.

Section 6.2.1 of the Municipality of South Huron 2015- 2019 Strategic Plan identifies key priorities and strategic directions. The following elements are supported by the actions outlined in this report:

- ✓ Improve and enhance the quality of recreation facilities
- ✓ Undertake a services and facility review
 - This includes a full facilities, program, services and infrastructures review with an emphasis on programs and service delivery that are feasible and achievable
- ✓ Economic development a priority
- ✓ Keep taxes and user fees affordable to maintain existing population and encourage new growth

Financial Impact:

There are no financial implications as a result of the actions outlined in this report.

Legal Impact:

There are no legal implications as a result of the actions outlined in this report

Staffing Impact:

There are no staffing implications as a result of the actions outlined in this report

Policies/Legislation:

None

Consultation:

Committee of the Whole August 9, 2017

Related Documents:

Project Steering Committee Terms of Reference

Fundraising Committee Terms of Reference

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Dan Best', with a stylized flourish at the end.

Dan Best, Chief Administrative Officer/Deputy Clerk