



## **The Corporation of the City of Stratford Community Services Sub-committee MINUTES**

Date: April 15, 2021

Time: 3:30 P.M.

Location: Electronic Meeting

Sub-committee Present: Councillor Beatty - Chair Presiding, Councillor Sebben - Vice Chair, Councillor Burbach, Councillor Clifford, Councillor Henderson

Staff Present: David St. Louis - Director of Community Services, Tatiana Dafoe - City Clerk

### **1. Call to Order**

The Chair called the Meeting to Order.

### **2. Disclosure of Pecuniary Interest and the General Nature Thereof**

The *Municipal Conflict of Interest Act* requires any member of Council declaring a pecuniary interest and the general nature thereof, where the interest of a member of Council has not been disclosed by reason of the member's absence from the meeting, to disclose the interest at the first open meeting attended by the member of Council and otherwise comply with the *Act*.

#### Name, Item and General Nature of Pecuniary Interest

No disclosures of a pecuniary interest were made by a member at the April 15, 2021 Community Services Sub-committee meeting.

### **3. Delegations**

None scheduled.

#### **4. Report of the Director of Community Services**

##### **4.1 Orr Insurance Allman Arena Score Clock Advertising – Agreement Renewal (COM21-002)**

**Sub-committee Discussion:** The Director of Community Services advised this is a renewal agreement for an advertising panel on the score clock of the Allman Arena. Orr Insurance has agreed to the renewal and the costs. Staff are seeking approval to enter into the agreement.

It was questioned how the price was determined. The Director advised he was not involved in the original negotiations but has assumed that there was some sort of value placed on the panel compared to the level of activity at the arena. The renewal is to continue the agreement and to increase costs by \$25.00. The Director advised there are four panels and currently two are empty. Staff will need to look at other potential sponsors for the remaining panels.

Motion by Councillor Clifford

**Sub-committee Recommendation: THAT the agreement between the City of Stratford and Orr Insurance Brokers Inc. for advertising on the Allman Arena Score Clock be renewed for a further five-year term to June 30, 2026;**

**AND THAT the Mayor and Clerk, or their respective delegates, be authorized to sign the agreement.**

**Carried**

#### **5. Department Update**

**Sub-committee Discussion:** The Director of Community Services advised the monthly report includes information on transit ridership in the month of March. Staff have noticed a decrease in ridership following the announcement of the provincial lockdown and the decision to transition schools back to remote learning.

A member advised in 2020 the City provided free transit and it was questioned whether it was considered for 2021. The Director advised it has not been considered as front door boarding has been maintained, following the installation of plexiglass barriers to protect drivers. A member advised free transit would assist members of the public on low incomes. It was questioned whether there is an appetite to offer free transit during lockdown periods. Concern was

expressed with encouraging members of the public to ride transit when they are being asked to stay home.

It was questioned whether the contractor for the Goose Control Management Plan is new. The Director confirmed it is the contractor who held the contract in 2020.

With respect to accessible playground submissions, it was noted one of the submissions was not provided to the Accessibility Advisory Committee for review. The Director advised he would review and provide information to Sub-committee through email.

Returning to the potential provision of free transit, a member advised information related to the cost and lost revenue would be helpful prior to making a decision. A request was made for a staff report to be prepared.

Motion by Councillor Burbach

**Sub-committee Decision: THAT staff be directed to review and prepare a report on the costs associated with offering free transit during grey/lockdown periods and/or during stay at home orders.**

**Carried**

A member advised the on-demand transit service seems to be working successfully. The member provided information on another Ontario municipality which created a hybrid system with buses that operate on-demand while also attending specific stops regularly once an hour. The specific stops attended are those that are regularly used throughout the day. A request was made to pass this information onto the Manager of Transit. The Chair advised it could be passed onto the Manager of Transit and the Transit Ad-hoc Committee for consideration.

Concern was expressed that a member of the public was witnessed driving fast and taking wood chips from the cemetery. The Director advised staff would review.

A request was made for an update to be provided at a future Sub-committee meeting on other potential advertising opportunities. The Director advised a report is being repapered for the May Sub-committee meeting on sponsorship.

## **6. Advisory Committee/Outside Board Minutes**

The following Advisory Committee/Outside Board minutes were provided for the information of Sub-committee:

- Board of Park Management minutes of January 12, 2021
- Communities in Bloom Advisory Committee minutes of February 4, 2021

**7. Next Sub-committee Meeting**

The next Community Services Sub-committee meeting is May 13, 2021 at 3:30 p.m.

**8. Adjournment**

Motion by Councillor Burbach

**Sub-committee Decision: THAT the Community Services Sub-committee meeting adjourn.**

**Carried**

Meeting Start Time: 3:31 P.M.

Meeting End Time: 3:47 P.M.