



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

Date: June 17, 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, Brad Hernden - Manager of Recreation and Marketing, Michael Mousley - Manager of Transit, Danielle Clayton - Recording Secretary

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 June 17, 2021, Community Services Sub-committee meeting.

3. Delegations

None scheduled.

4. Report of the Manager of Transit

4.1 Bus Shelter Advertising Agreement with Pattison (COM21-005)

Staff Recommendation: THAT the agreement with Pattison Outdoor Advertising Ltd., for the right to advertise on bus shelters for a five (5) year term to July 31, 2026, be approved;

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

Sub-committee Discussion: The Manager of Transit advised this would be a new agreement that would be entered into with Pattison Outdoor Advertising Ltd. They have updated their agreement as several amendments have been made to their standard transit advertising contract. This new agreement contains the same terms and conditions as the previous contract. The contract is for a term of 5 years until July 31, 2026 with the option to renew for an additional five-year term.

In response to questions, the Manager of Transit advised that Pattison is responsible for maintenance and replacement costs to the advertising case. The City is responsible for maintenance costs for the bus shelter.

Motion by Councillor Clifford

Sub-committee Recommendation: THAT the agreement with Pattison Outdoor Advertising Ltd., for the right to advertise on bus shelters for a five (5) year term to July 31, 2026, be approved;

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

Carried

5. Report of the Manager of Recreation and Marketing

5.1 Municipal Partnership Program (COM21-004)

Staff Recommendation: THAT Council support the development of a Municipal Partnership Program;

AND THAT the development of a Municipal Partnership Program be referred to the 2022 budget deliberations.

Sub-committee Discussion: The Manager of Recreation & Marketing reviewed the report and advised the City is actively seeking ways for revenue-generating opportunities. These opportunities could be naming rights, signage, product placement etc.

The Municipal Partnership Program would be a multi-year investment to expand sponsorship opportunities and revenue. He stated that Phase 1 would cost approximately \$50,000 which would include the cost to contract a vendor. This vendor would take inventory of all municipal assets, provide sale values, outline a set of guiding principles for future sponsorship agreements and provide recommendations to staff. It is expected that the expense of Phase 1 would be fully paid for by the new revenues in Phase 2.

In response to Sub-committee questioning, the Manager of Recreation & Marketing stated that the partnership agreements could be five to ten-year terms with the option to extend. He noted that negotiations would take place with each partnership before finalizing each agreement. The Manager indicated that this is a common practice for other municipalities who have Municipal Partnership Programs.

Motion by Councillor Burbach

Sub-committee Recommendation: THAT Council support the development of a Municipal Partnership Program;

AND THAT the development of a Municipal Partnership Program be referred to the 2022 budget deliberations.

Carried

6. Department Update

Sub-committee Discussion: The Director of Community Services reviewed the May 2021 department update. He advised the Cemetery Office is open by appointment only with walk-up service via the intercom system. Staff have noticed an increase in transit ridership but as there are no school specials operating the numbers are still lower than normal. The Lion's Pool opened on June 17th and day camps are scheduled to start the week of July 5th.

In response to questioning, the Director of Community Services advised new water fountains will be installed in Upper Queen's Park, at the Lion's Pool and at SERC.

Discussion was held on fuel options for transit buses. The Manager of Transit advised there are numerous fuel options for buses but that currently resources are being put into zero emission buses.

It was questioned if the on-demand transit service would expand into the evening hours. The Manager of Transit advised on-demand ridership has increased on the weekends. He stated he is hopeful the demand for rides would continue and that the hours of service could be extended.

7. Advisory Committee/Outside Board Minutes

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

- Communities in Bloom Advisory Committee minutes of March 4 and April 1, 2021
- Board of Park Management minutes of March 15 and April 6, 2021

8. Next Sub-committee Meeting

The next Community Services Sub-committee meeting is July 15, 2021 at 3:30 p.m.

9. Adjournment

Motion by Councillor Burbach

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

Carried

Meeting Start Time: 3:30 P.M.

Meeting End Time: 4:11 P.M.