



The Corporation of the City of Stratford  
Community Services Sub-committee  
Open Session  
AGENDA

**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

To watch the Sub-committee meeting live, please click the following link: <https://stratford-ca.zoom.us/j/88470659287?pwd=dmdSRXBXZUE1L0ZUT2JCMHU4UTFBQT09>  
A video recording of the meeting will also be available through a link on the City's website <https://calendar.stratford.ca/meetings> following the meeting.

Pages

**1. Call to Order**

The Chair to call 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

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**3. Delegations**

None scheduled.

**4. Report of the Manager of Transit**

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

4 - 5

Motion by \_\_\_\_\_

**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.**

**5. Report of the Manager of Recreation and Marketing**

**5.1. Municipal Partnership Program (COM21-004)**

6 - 8

Motion by \_\_\_\_\_

**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.**

**6. Department Update**

9 - 14

The Director of Community Services to provide an update on the department's activities.

**7. Advisory Committee/Outside Board Minutes**

15 - 31

The following Advisory Committee/Outside Board minutes are 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**

Meeting Start Time:

Meeting End Time:

Motion by \_\_\_\_\_

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




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## MANAGEMENT REPORT

**Date:** May 27, 2021  
**To:** Community Services Sub-committee  
**From:** Michael Mousley, Transit Manager  
**Report#:** COM21-005  
**Attachments:** None

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**Title:** Bus Shelter Advertising Agreement with Pattison

**Objective:** To consider entering into a new agreement with Pattison Outdoor Advertising Ltd. for advertising on bus shelters within the City of Stratford for a further five-year term.

**Background:** Pattison Outdoor Advertising Ltd. is Canada's largest transit advertising company. The City of Stratford has been working with Pattison since 2006 for the sale of advertising on the City's bus shelters.

The agreement was renewed in 2016 for a five-year term with the option to extend the term for an additional five years at the end of this agreement in 2021.

Pattison has advised that they wish to continue providing this service to the City but have requested a new agreement be executed. They have requested a new agreement be entered into in order to make several changes to their standard transit advertising contracts. The new agreement contains the same terms and conditions, provides for a term of five (5) years until July 31, 2026 and an option to renew for an additional five year term. This agreement is applicable for advertising on the current shelters that contain advertising panels.

**Analysis:** Highlights of the agreement include:

- All costs to purchase and install new bus shelters and concrete pads are the responsibility of the City of Stratford
- All bus shelters are the property of the City of Stratford
- Pattison shall, at the City's request and cost, repair and maintain the advertising bus shelters

- The City of Stratford is entitled to place signage on the bus shelters advertising the provision of the City's bus service

The City Solicitor has reviewed the new agreement and has expressed no concerns with its execution.

**Financial Impact:** We will receive 50% of all gross media revenue, paid to us within 30 days of the conclusion of each quarter year of the term of the agreement.

In 2020 we received approximately \$6,000 in revenue.

### **Alignment with Strategic Priorities:**

#### **Developing our Resources**

Optimizing Stratford's physical assets and digital resources. Planning a sustainable future for Stratford's resources and environment.

**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.**



Michael Mousley, Transit Manager



David St. Louis, Director of Community Services



Joan Thomson, Chief Administrative Officer



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## MANAGEMENT REPORT

**Date:** May 10, 2021  
**To:** Community Services Sub-committee  
**From:** Brad Hernden, Manager of Recreation & Marketing  
**Report#:** COM21-004  
**Attachments:** None

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**Title:** Municipal Partnership Program

**Objective:** For Council to consider supporting the development of a Municipal Partnership Program.

**Background:** Like most municipalities across Canada, the City of Stratford is proactively seeking ways to make investments in the quality of life of residents, while at the same time minimizing the financial impacts on taxpayers. To that end, the city owns and operates a wide variety of "assets" (i.e. physical buildings, programs, services, special events) that could be leveraged through increased sponsorship and/or marketing opportunities with the private sector and other organizations, to help generate new revenue for the municipality.

Revenue-generating opportunities that could be considered include naming rights, signage, product placement, advertising on vehicular assets and web, cooperative-branding, exclusivity agreements, supplier agreements, loyalty programs, and event sponsorships.

Historically, the city's approach to selling sponsorships and marketing opportunities has focused on basic cost-recovery versus maximizing revenue through partnerships sold at fair market value.

Currently, the city does not have a comprehensive sponsorship policy or program, and no specific strategy focused on exploring and capitalizing on partnership opportunities when they make sound business sense.

A coordinated and unified approach to identifying, costing and selling marketing partnerships for the benefit of the municipality is needed. To support these efforts, a

corporate-wide policy and guiding document to help plan, implement, manage, monitor and control existing and future sponsorships would also be required.

**Analysis:** Staff recommend the development of a **Municipal Partnership Program**; a multi-year investment executed by the municipality to expand sponsorship opportunities and revenue. The guiding strategy would have two phases:

#### Phase 1 – Taking Inventory of Municipal Assets & Resource Recommendations

1. Contract a vendor to develop an inventory of municipal assets to supply sponsorship/marketing opportunities.
2. Provide sale values and initial revenue projections for each type of asset.
3. Outline a set of guiding principles for future sponsorship agreements.
4. Provide recommendations on the implementation of a full **Municipal Partnership Program** including the resourcing and staff required to host and operate a successful program.

Phase 1 would cost approximately \$50,000, yet it is expected that the expense would be fully paid for by new revenues in Phase 2.

#### Phase 2 – Employ a Resource to Coordinate the Inventory and Sales of the Municipal Partnership Program

Most successful Municipal Partnership Programs employ a contracted vendor to coordinate the activities within a **Municipal Partnership Office (MPO)**. The contracted vendor would be responsible for implementing, coordinating, and selling the Municipal Partnership Program including seeking opportunities for new marketing partnerships. It is possible that this resource would be paid a percentage of the sponsorships secured, and that in any given year, the municipality would obtain more income on its marketing partnerships than the contracted expense to coordinate the program.

For example, if the Municipal Partnership Program brought in \$100,000 in marketing revenue annually, the expense to coordinate and sell the program could be \$45,000, providing a \$55,000 net profit to the municipality each year.

It's expected that Phase 1 of this project would provide further recommendations on how Phase 2 could be resourced and what a fair contractor compensation package would be to assist the MPO.

**Financial Impact:** Phase 1 (inventory of assets and program development) of the Municipal Partnership Program would cost approximately \$50,000, and would be completed within the first 6-months of the program launch.

It is expected that Phase 2 (the sale and security of partnerships) would completely recover the expense of Phase 1 within the same calendar year.

In year two and beyond of the MPO, when fully operational, it is expected that a net profit to the municipality would be secured each year.

It is noted that the funds being considered as part of the 2022 operating budget would be an expense of the program in the first 6 months of the year (phase 1) and would be offset through the collection of new revenues in the last 6 months of the year (phase 2).

### **Alignment with Strategic Priorities:**

#### **Strengthening our Plans, Strategies and Partnerships**

Partnering with the community to make plans for our collective priorities in arts, culture, heritage and more. Communicating clearly with the public around our plans and activities.

#### **Developing our Resources**

Optimizing Stratford's physical assets and digital resources. Planning a sustainable future for Stratford's resources and environment.

#### **Widening our Economic Opportunities**

Strengthening Stratford's economy by developing, attracting and retaining a diversity of businesses and talent.

**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.**




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Manager of Recreation & Marketing




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Director of Community Services




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Joan Thomson, Chief Administrative Officer



Community Services Sub-committee  
Department Update  
**APRIL 2021**

## **PARKS**

- Park clean up has begun
- Preparation of sports fields and turf
- Grass cutting contract has started
- Annual tree planting starts last week of April
- Goose management plan continues – nest work
- Completion of stone dust along north shore pathway
- North shore bridge work completed

## **CEMETERY**

- Office open by appointment with walk-up service using intercom system in place, staff continue:
  - Burials
  - Cemetery sales
- Cemetery clean up and mowing has begun
- Rehabilitation of historic monuments underway

## **CEMETERY CAPITAL**

- Cemetery Road Repair Quotes received – awarded to Fraser Asphalt Paving for \$21,762.38 plus HST

## **TRANSIT**

- Seat behind driver made unavailable to recognize social distancing
- All fleet disinfected nightly
- Hand sanitizer placed at front doors for customers to use when entering bus
- Gloves/surgical masks/disinfectant made available to staff
- **Weekly Ridership Average:**
- Ridership last year at height of stay home order/lockdown:
  - Mar 28 - Apr 3: 6677 (last year – 1628)
  - Apr 4 - 10: 6257 (last year – 1687)
  - Apr 11 - 17: 4047 (last year – 1588)
  - Apr 18 - 24: 4141 (last year – 1703)

## TRANSIT CAPITAL

- Bus replacement 2021 – 2 additional 40-foot buses are in the process of specifications and prepped to order. Tentative delivery date of late 2021 or early 2022.
- 2021 Accessible bus stops with shelters have gone out for an RFP. Tentative completion date of mid/late summer.

## PARALLEL TRANSIT

- All fleet disinfected nightly
- Gloves/surgical masks/disinfectant made available to staff
- **Weekly Ridership Average**
- Mar 28-Apr 3: 138
- Apr 4-10: 144
- Apr 11-17: 127
- Apr 18-24: 140
- Ridership at approximately 40% of normal

## PARALLEL TRANSIT CAPITAL

- Bus replacement 2020 – delivered and in service
- Bus replacement 2021 - in process with expected delivery late 2021

## RECREATION PROGRAMMING

- Online programming and presentations continue to be offered on the Stratford Lakeside Active Adults Facebook page including yoga, line dancing, exercise, music and cooking classes
- Program planning for summer day camps and aquatics
- Recruitment of summer day camp leaders and swimming instructors for summer placements, conditional on government directives
- Collaboration with individual and community groups on COVID-19 protocol development/sport-specific return-to-play protocols, in line with current government regulations and national sport guidelines, to support a return to use of city facilities when permitted to do so
- Continued work with community organizations on the development of Canada Day virtual celebrations

## RECREATION FACILITIES

- Under the Provincial Shutdown and Stay at Home Order all facilities have been closed for non-essential services. The Rotary Complex is open for essential services including Dr. Van Boekel's office, the COVID-19 Assessment Centre, and the vaccination clinics.
- The Agriplex is open for the Farmers Market on Saturday.
- The ice surface has been removed from the Dufferin Arena and that facility has been closed for the season.

- The Rink B ice surface at the Rotary Complex remains in. When the Provincial orders are lifted, summer ice rentals will commence.
- The Upper Queens Park washrooms, William Allman Arena exterior washrooms, Northshore washroom, and the Boathouse washrooms all opened to the public on April 16th. Staff are cleaning and disinfecting those washroom facilities every two hours during their operational hours from 9:00 am to 9:00 pm each day.
- The washroom facilities at SERC, the Splash Pad, and Packham Sports Complex will remain closed until those facilities and sports fields are permitted to open.
- Outdoor recreational facilities including sports fields, tennis courts, basketball courts, and the Skate Park are closed under the current Provincial orders. Signage has been placed at all facilities to advise the public of the closures.
- The Dog Park is permitted to remain open.
- Staff are maintaining the sports fields (baseball and soccer) at the Packham Sports Complex to be ready to open when the Provincial orders are lifted.

## **RECREATION FACILITIES CAPITAL**

- Quotations were recently received for the supply of three Elkay outdoor water fountains. The quote from Calvin Ische Plumbing & Heating in the amount of \$26,000 plus HST was accepted.

Community Services Sub-committee  
Department Update  
**MAY 2021**

## PARKS

- 300 hanging baskets to be placed around river and downtown core
- 50 planters planted and will be placed in downtown core
- Memorial Gardens, front of Shakespeare Gardens and Avondale Cemetery beds to be planted first two weeks of June
- Working with Communities in Bloom and Stratford's of the World to plant a bed at the boat house and a bed in Upper Queens Park

## PARKS CAPITAL

- Nothing new to report

## CEMETERY

- Office open by appointment with walk-up service using intercom system in place, staff continue:
  - Burials
  - Cemetery sales

## CEMETERY CAPITAL

- Nothing new to report

## TRANSIT

- Seat behind driver made unavailable in order to recognize social distancing
- All fleet disinfected nightly
- Hand sanitizer placed at front doors for customers to use when entering bus
- Gloves/surgical masks/disinfectant made available to staff
- **Weekly Ridership Average:**
- Ridership last year at height of stay home order/lockdown
- No Student Transportation due to stay at home orders
  
- Apr 25-May 1: 4238 last year - 1981
- May 2- 8: 4091 last year - 2090
- May 9- 15: 4068 last year - 2113
- May 16-22: 4141 last year - 3270

## TRANSIT CAPITAL

- Bus replacement 2021 – 2 additional 40-foot buses are in the process of specifications and prepped to order. Tentative delivery date of late 2021 or early 2022.
- 2021 Accessible bus stops with shelters have gone out for an RFP. Tentative completion date of mid/late summer.

## PARALLEL TRANSIT

- All fleet disinfected nightly
- Gloves/surgical masks/disinfectant made available to staff
- **Weekly Ridership Average**
- Apr 25-May 1: 162
- May 2-8: 151
- May 9-15: 142
- May 16-22: 128
- Ridership at approximately 40% of normal

## PARALLEL TRANSIT CAPITAL

- Bus replacement 2021 - in process with expected delivery late 2021

## RECREATION PROGRAMMING

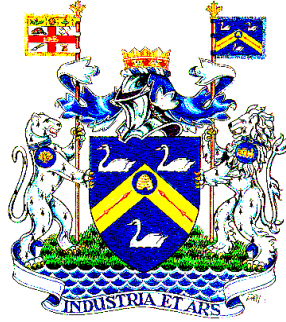
- Online programming and presentations continue to be offered on the Stratford Lakeside Active Adults Facebook page including yoga, line dancing, exercise, music and cooking classes
- Program planning for summer day camps and aquatics. Lions Pool scheduled to open the week of June 14. Day Camps to start July 5.
- Recruitment of summer day camp leaders and swimming instructors for summer placements, conditional on government directives
- Collaboration with individual and community groups on COVID-19 protocol development/sport-specific return-to-play protocols, in line with current government regulations and national sport guidelines, to support a return to use of city facilities when permitted to do so
- Continued work with community organizations on the development of Canada Day virtual celebrations

## RECREATION FACILITIES

- Under the Provincial Shutdown and Stay at Home Orders all indoor facilities are still closed for non-essential services. The Rotary Complex is open for essential services including Dr. Van Boekel's office, the COVID-19 Assessment Centre, and the Mass Vaccination Clinics. The Agriplex is open for the Farmers Market on Saturday mornings.
- The remaining ice surface at the Rotary Complex has been removed.
- Indoor recreation facilities are not permitted to re-open until Step 3 of the provincial re-opening plan. The current target date of the implementation of Step 3 is around the start of August.
- Outdoor recreation facilities including tennis courts, baseball diamonds, soccer fields, basketball courts, and the Skate Park are permitted to be used for casual use of up to five people as of May 22<sup>nd</sup>. Starting with Step 1 (June 14) of the provincial re-opening plan, a maximum of 10 people will be permitted to use these facilities for casual use. Step 3 (minimum 21 days after Step 1) allows for teams and leagues to use outdoor recreation facilities.
- The Splash Pad and washroom facility at Anne Hathaway Park opened on May 22<sup>nd</sup>. The operational hours are from 9:00 am to 9:00 pm. Facility staff perform cleaning and disinfecting of the washrooms and Splash Pad touchpoints every two hours. Patrons are required to keep a physical distance of six feet from each other. Signage has been posted at the Splash Pad to notify patrons of the physical distancing requirements.

## RECREATION FACILITIES CAPITAL

- A Tender was recently completed for the supply and delivery of one Electric Ice Resurfacer. This has been awarded to Zamboni Company Limited in the amount of \$185,596.85.
- Written quotations were recently received for the asphalt parking lot repairs at the Rotary Complex. The quote from Fraser Asphalt Paving in the amount of \$29,347.90 plus H.S.T was accepted.
- Written quotations were recently received for the backstop repairs for the Packham Sports Complex baseball diamonds. The quote from Scenic Fence & Deck in the amount of \$7,869.59 plus H.S.T was accepted.



A meeting of the Stratford Communities in Bloom Committee (CIB) was held on March 4, 2021 at 12:00 p.m., electronically.

**Present:** Councillor Brad Beatty – Chair Presiding, Linda Hawken, Carys Wyn Hughes, Councillor Bonnie Henderson, Barb Hacking, Kimberly Richardson, George Keirstead, Cindy Carlson, Paul Smith

**Staff Present:** Quin Malott – Manager of Parks, Forestry and Cemetery, Casey Riehl – Recording Secretary

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## MINUTES

### 1.0 Call to Order

Councillor Beatty, Chair presiding, called the meeting to order at 12:03 p.m.

### 2.0 Disclosure of Pecuniary Interest

None declared.

### 3.0 Adoption of Previous Minutes

Motion by Kimberly Richardson, seconded by George Keirstead

**THAT the minutes from the Communities in Bloom Advisory Committee meeting dated February 4, 2021 be adopted as printed.**

**Carried**

### 4.0 Business Arising from Previous Minutes

#### a) 2021 Project Plans and Budget – Councillor Beatty

##### Sunflower Project – Barb Hacking/Cindy Carlson

Cindy Carlson reported that Barb Hacking has been in contact with the farmer who has offered to donate sunflower seeds for CIB to distribute this year. Ms. Carlson and Ms. Hacking will work on a plan to package and distribute the seeds. They also have some pollinator seeds that will also be distributed. Kimberly Richardson inquired if CIB could partner with other organizations in Perth County to promote this initiative. Councillor Beatty stated he would support working with other local

organizations to cross-promote. Councillor Henderson suggested handing out the seed packets at the scheduled compost days at the Stratford Landfill as an option.

Spring Event - "Spreading Sunshine, Growing Hope"-- Barb Hacking/Cindy Carlson

The Committee has been discussing the annual Home Hardware Day event and what it might look like this year with COVID-19 restrictions. It was questioned whether there is an alternate location that could be used this year, as the Home Hardware parking lot is not large enough to run a drive through type event. Members suggested the Rotary Complex parking lot as an alternative location. Quin Malott stated he thought the lot could work; however, it will depend on how it is set up and what other events have been scheduled at the Rotary Complex. The Saturday market will be running and there most likely will be a vaccination clinic also running, which logistically will make it busy there.

It was suggested the Packham Road location is a little too far removed to draw people out to the event. Councillor Beatty suggested in lieu of handing out compost and seeds this year, that CIB could have a table at the Saturday market and hand out the seed packets then. Councillor Beatty will contact the Ag Society and inquire if this is an option and confirm the availability of a table. Cindy Carlson will source options for small yellow envelopes to package the seeds in. Linda Hawken volunteered to help make the poster and package the seeds.

Anti-Littering Campaign – Kimberly Richardson

Kimberly Richardson proposed a soft roll-out of the program using the "Spreading Sunshine, Growing Hope" theme to encourage residents to clean up their properties. Ms. Richardson will co-ordinate with Councillor Henderson and the Civic Beautification and Environmental Awareness Committee (CBEAC). She will also contact the City's Communication Lead to discuss posting information on social media on behalf of both groups. Councillor Henderson will send Ms. Richardson the CBEAC logo.

**b) 2021 Miracle Grow Garden Selection Program – Councillor Beatty**

Barb Hacking has submitted an application for Stratford. Councillor Beatty noted the deadline for submission is tomorrow and he hopes to have an update by the April CIB meeting.

**c) Update from CIB National – Councillor Beatty**

Councillor Beatty reported that CIB Stratford has sent in their 2021 registration, however he has not received any additional updates since the last meeting.

**d) Updating the CIB Page on the Website – Councillor Beatty**

Councillor Beatty discussed updating the CIB page with Mike Beitz and he offered to help the Committee post some updated content. Some items to be looked at are the pollinator garden, the CIB 25<sup>th</sup> Anniversary information and photo of the garden



and competition updates. Kimberly Richardson and Councillor Beatty will compile the content and forward it to Mike Beitz to update the website.

**5.0 New Business**

No new business.

**6.0 Upcoming Events**

No new events to report.

**7.0 NEXT MEETING DATE** – Thursday, April 1, 2021 at 12:00 p.m., electronically.

**8.0 ADJOURNMENT**

Motion by Carys Wyn Hughes, seconded by Linda Hawken

**THAT the March 4, 2021 Communities in Bloom Advisory Committee meeting adjourn.**

**Carried**

Meeting Start Time: 12:03 P.M.

Meeting End Time: 12:53 P.M.



A meeting of the Stratford Communities in Bloom Committee (CIB) was held on April 1, 2021 at 12:00 p.m., electronically.

**Present:** Councillor Brad Beatty – Chair Presiding, Linda Hawken, Kimberly Richardson, Councillor Bonnie Henderson, Barb Hacking, George Keirstead, Cindy Carlson

**Staff Present:** Casey Riehl – Recording Secretary

**Absent:** Quin Malott – Cemetery, Parks & Forestry Manager, Carys Wyn Hughes, Paul Smith

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## Minutes

### 1.0 Call to Order

Councillor Beatty, Chair presiding, called the meeting to order at 12:02 p.m.

### 2.0 Disclosure of Pecuniary Interest

None declared.

### 3.0 Adoption of Previous Minutes

Motion by Kimberly Richardson, seconded by Cindy Carlson

**THAT the minutes from the Communities in Bloom Advisory Committee meeting dated March 4, 2021 be adopted as printed. Carried**

### 4.0 Business Arising from Previous Minutes

#### a) 2021 Spring Events – Councillor Beatty

Councillor Beatty has contacted the Stratford Agricultural Society to inquire about CIB having a table at the Stratford farmer's market to hand out flowers, seeds, and information in lieu of the annual planter day. Barb Hacking reported that the seeds are being shipped and she should receive them soon. They will need to be individually packaged prior to going to the farmer's market.

**b) Anti-Littering Campaign Update – Kimberly Richardson**

Kimberly Richardson shared with the Committee the poster that Mike Beitz designed to promote anti-littering. The information will be posted online intermittently throughout March and April, including some additional information encouraging residents to take 20 minutes and do a clean-up around their residence during Earth Week. Cindy Carlson suggested sending the information to SDSS to encourage staff and students to do a clean up around the high school. Kimberly Richardson suggested forwarding the poster to the Chamber of Commerce to encourage businesses to participate in the clean-up.

**c) CIB Website Update – Councillor Beatty/Kimberly Richardson**

Kimberly Richardson reported that Mike Beitz agreed to work with the Committee on an ongoing basis to add and update content on the CIB webpage.

**d) 2021 Miracle Grow Garden Selection Program – Barb Hacking**

Barb Hacking reported that Stratford was selected to participate in the program once again. Organizers will be sending the prizes for the winners. Ms. Hacking will work with Mike Beitz to promote nominations for the gardens.

**e) Update from CIB National – Councillor Beatty**

Councillor Beatty forwarded Committee members an e-mail outlining some dates for workshops/seminars that CIB National is holding. There is also a list of awards that are due for submission in August.

**5.0 New Business****a) Gardens of Hope Community Project at Confederation Park – B. Hacking**

Barb Hacking discussed a possible partnership for CIB with Gallery Stratford and Destination Stratford at Confederation Park and the Ted Blowes Memorial Garden. There is a brick wall in the park that previously had Confederation Park written in metal letters on it, which have since fallen off. The idea would be to paint "Confederation Park" back on the wall along with butterflies on the front and back.

This would be a great spot for people to take pictures and post online to encourage visitors to the park and garden. The second part of the project will be to paint a mural on the sides of the bridge and two large metal electrical boxes that have previously been painted. The project is going to the Parks Board on Tuesday, April 6, 2021 for their approval prior to moving ahead with plans. Ms. Hacking has been working with Gallery Stratford and Destination Stratford on funding opportunities. Cindy Carlson inquired if CIB would be permitted to seek corporate donors or families who want to help with the project. Councillor Henderson noted the only draw-back is that donors would not be permitted to have their names posted due to restrictions in the park. Ms. Hacking suggested that any donations to the project would be better handled by the Gallery.

Motion by Barb Hacking, seconded by Cindy Carlson

**THAT the Communities in Bloom Advisory Committee spends up to a maximum of \$4,000.00 to partner with Gallery Stratford and Destination Stratford on the painting of the Confederation Park wall and Bridge to Nowhere as part of the Gardens of Hope initiative with CIB National, pending approval from the Stratford Parks Board. Carried**

**b) Beehives – George Keirstead**

George Keirstead inquired if he could contact an apiarist about putting some hives in Stratford. Barb Hacking supported possibly putting some in the pollinator garden. The hives need to be far enough away from where people may be. Councillor Henderson suggested contacting local apiarist, Stuart Arkett, to inquire about the possibility of placing some hives. Cindy Carlson will contact Mr. Arkett and report back.

**6.0 Upcoming Events**

No new events to report.

**7.0 NEXT MEETING DATE – Thursday, May 6, 2021 at 12:00 p.m., electronically.**

**8.0 ADJOURNMENT**

Motion by Councillor Bonnie Henderson, seconded by Barb Hacking

**THAT the April 1, 2021 Communities in Bloom Advisory Committee meeting adjourn. Carried**

Meeting Start Time: 12:02 P.M.

Meeting End Time: 12:55 P.M.



## **BOARD OF PARK MANAGEMENT**

A meeting of the Board of Park Management was held on **Monday, March 15, 2021 at 3:30 p.m.** via Zoom.

**PRESENT:** Chairman Rick Orr, Vice Chair Jennifer Lamb, Randy Brown, Dave Hanly, Sheri Maguire, Kimberley Richardson, Councilor Beatty, Councilor Henderson.

**STAFF PRESENT:** Quin Malott Manager Parks, Forestry & Cemetery.

### **MINUTES**

#### **2624. DECLARATIONS OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF:**

Chairman Orr stated none declared. Councilor Beatty excused himself from the meeting prior to discussion of Item #2633 recognizing conflict of interest.

#### **2625. PRESENTATION: GRAHAM HEATON STRATFORD TENNIS CLUB PROPOSAL:**

Issue: Graham Heaton seeking permission from the Board of Park Management on installation of a dome over the Stratford Tennis Club for the fall and winter months.

Staff Recommendation: Allow the participants to engage in a dialogue regarding the proposal.

Graham Heaton was joined by Adam Seigel from Tennis Clubs of Canada for the presentation. He provided a history of the Stratford Tennis Club. It has been in operation for 53 years, supports all ages, hosts regional tournaments, round robin play and has 400-500 members annually. The club is not-for-profit receives no funding from the municipality and provides local employment. In winter tennis enthusiasts have three options do not play, play at an indoor club outside of Stratford or play while away in warmer climes. Tennis is becoming increasingly popular as it is a COVID-friendly sport. Tennis Club membership was surveyed to explore the level of interest. 83% of respondents were interested in winter tennis. 25% were playing elsewhere during the winter and 90% of those respondents desire a Stratford option.

Tennis Clubs of Canada [TCC] has 40 years of experience working with tennis clubs aligning demand and logistics. In coordination with TCC, a new sponsorship



## **BOARD OF PARK MANAGEMENT**

opportunity has just launched through Rogers but is not unlimited. It is for this reason Mr. Heaton is approaching the Board of Park Management to approve installation of an approximately 25ft high bubble with concrete footings over the existing footprint of the current club courts for approximately 6-7 months annually. The site preparation, storage, and installation of all the required components would be coordinated through a separate company with the winter tennis program operating as a separate entity through Stratford Tennis Club. Facets of the program further include removal of the fencing to facilitate installation and upgrade of the current clubhouse for winterization. A lot of up-front capital is required, and additional sponsorship would be sought out to maintain the program. The Ontario Tennis Association is the body governing operations.

The municipality will assume no financial burden, but a longer lease would be required to proceed with such a venture. The lease with The City of Stratford is normally 10 years in length with five years remaining. The lease would need to be extended to 20-25 years to make this initiative feasible. Conversations have started with the Stratford Tennis Club Board. Next steps are to obtain funding and obtain approvals for a longer lease agreement.

Discussion included sponsorship signage/branding and its location on the bubble structure [inside], parking, snow removal, noise from generator/furnace, damages/insurance.

Q. Malott indicated that there are no known concerns. The department plows a fire route in winter only.

**Resolution: To approve the request in concept with logistics coordinated by municipal staff with the Stratford Tennis Club and its representatives.**

**Mover: J. Lamb**

**Seconder: K. Richardson**

**Carried.**

Stratford Tennis Club to contact Community Services Director David St. Louis regarding amendment to tennis club lease agreement.

2626. PRESSENTATION: ZAC GRIBBLE:

Issue: Update from Stratford Tourism Alliance Director.

Al Fresco 2.0 “knock it out of the park by knocking it into the park” identified as an extended vision of the success achieved during the 2020 season. Included is adding dining opportunities to the south shore of Lake Victoria/Avon River and Upper Queens Park in addition to the infrastructure on Tom Patterson Island and Market Square,



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seeking to expand the liquor with food bylaw. The locations provide tables and washroom facilities and sufficient safe spaces for outdoor dining from 11:00am to 8:00pm Sunday to Thursday, extended to 9:00pm on Fridays and Saturdays. There is a pent-up demand for increased cultural programming being made available.

Invest Stratford economic recovery task force is leveraging investments from last year inclusive of experiences, culture, dining, and tourism. Budget is limited with no additional funds coming from government sources as in 2020. Organizers are working with restaurants and culinary experts to continue the preorder option and partnering to promote movable feasts. The circles project will also return encompassing safe fitness, dining, and cultural programming. The Stratford Perth Museum and Gallery will deliver the "Stratford Experience" with enhanced performance spaces. Pop-up events are in the planning that will deliver lighting in a sensitive and artistic way and the addition of furniture with Adirondack chairs. Coordination with Stratford Summer Music and the Barge is occurring. Timing is targeted for May 1<sup>st</sup> patio season. The intention is to leave components of the enhancements up until the completion of "Lights On Stratford" winter of 2022.

A destination/location component is in discussion, but the logistics are more complicated with exploring of sharing PPE, restrictions for musicians and the potential of limited access to 50 people. Mr. Gribble posed the question of whether it would be possible to plan and promote ticketed events in the park system for 2021 should capacity restrictions be a factor. The Board agreed to discuss this question at the next meeting.

The proposals have received review by Police, Fire and the Perth District Health Unit. Security is being factored into the program considerations.

Councilors Beatty and Henderson discussed their experiences with Civic Beautification and Environmental Awareness Committee as it related to vandalism and cautions about security.

**Resolution: To approve the proposed expansion of the Al Fresco liquor zone as per the report Consumption of Liquor in Al Fresco Dining Locations, 2021.**

**Mover: J. Lamb**

**Seconder: K. Richardson**

**Carried.**

2627. MINUTES:

Issue: The minutes of the January 12, 2021 meeting provided for Board's approval.



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**Resolution: That the minutes of the January 11, 2021 meeting be approved.**

**Mover: Councilor Beatty      Second: D. Hanly      Carried.**

### 2628. FINDING "RITZY" WALK:

Issue: Boni Dube-Boonstra [Meaford], Shelly Smith [Stratford] and Kim Nutt [Embro] forwarding letter of request and site map to host a walk on Sunday, June 6, 2021 approximately 3 – 5:30pm in an effort to raise awareness around the disappearance of Derek Ritz. There will be no fundraising, social distancing measures and guidance for participants will be controlled and monitored by volunteers. Ms. Dube-Boonstra has initiated the Special Events Application process through Allison Jordan and is approaching the Board as part of the process.

Staff Recommendation: To approve the walk as detailed as a one-time event relative to Public Health/City event restrictions.

**Resolution: To approve the walk as a one-time event relative to Public Health/City Event restrictions.**

**Mover: Councilor Henderson      Second: R. Brown      Carried.**

### 2629. OPEN MIC SESSIONS:

Issue: Maggie Foster letter of request to initiate a monthly recurring all ages open mic event in Shakespearean Gardens starting in June and running until August/September. The timing would be 6-9pm in the area surrounding the gazebo. Ms. Foster has initiated the Special Events Application process through Allison Jordan and is approaching the Board as part of the process.

Staff Recommendation: To approve the open mic event proposed for 2021 in keeping Public Health/City event restrictions and guidelines.

**Resolution: To approve the open mic event proposed for 2021 in keeping Public Health/City event restriction/guidelines and logistics coordination with Community Services Staff.**

**Mover: S. Maguire      Second: K. Richardson      Carried.**

### 2630. GALLERY STRATFORD – ART OUTDOORS PROPOSAL:





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Issue: Proposal by Angela Brayham Director/Curator Gallery Stratford. The three-pronged ART Outdoors proposal is free, accessible and COVID friendly with the goal of bringing art to the community and visitors of Stratford.

The first is "For the Birds" which came to the Board on April 10, 2017. Permission requested to install in a mutually agreed upon location in front of or to the north of the Gallery building or in Millennium Park. The Artist Martin Hirschberg is willing to alter the original installation plans, eliminating the lighting and making the installation simpler and less expensive.

The second is by a Canadian sculptor Peter Kolisnyk entitled "Three Ground Squares". Suggested location is Millennium Park. Installation involves soldering long sections of rebar/steel tubing to longer sections and then soldering two small steel rods to the bottom of each square.

"ART in the Trees" is the third outdoor exhibition utilizing the wooded area between the Gallery and Upper Queens Park. Seven locally fabricated steel frames will support double-sided 24" x 72" works of art printed on weather resistant banner fabric. A total of 12 to 14 different works by local and regional artists will rotate every two to three months. Ms Brayham anticipates the installation as a long-term program. The vision is it be tested/piloted for an initial two-year period. At its conclusion the steel supports will be removed, and the grounds returned to original condition with no permanent or damaging impacts to the vegetation and landscaping of this wooded area.

In all three cases the Gallery would assume the cost of installation, upkeep, and grounds restoration as required/appropriate.

Q. Malott suggested the location to install "For The Birds" would be best in the empty flower beds or panel beds near the waterfall due to the challenge of cutting the turf. Chairman Orr suggested that "Three Ground Squares" installation would also work well in empty flower beds.

Discussion around vandalism in that area and secure installation requirements.

**Resolution: To approve the artwork installations subject to working with staff on locations.**

**Mover: R. Brown**

**Seconded: D. Hanly**

**Carried**

2632. PROPOSED MEETING DATES:



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Issue: Chairman Orr requesting Board member consideration of shifting meetings to the first Monday of each month. Stratford City Council meets the 2<sup>nd</sup> and 4<sup>th</sup> Mondays with the 3<sup>rd</sup> Monday held in reserve. During the pandemic the meetings have been moved to 3:00pm which conflicts with historic Parks meeting dates.

**Resolution: To move Board of Park Management meetings to the first Monday monthly.**

**Mover:** J. Lamb

**Seconded:** S. Maguire

**Carried.**

Q. Malott informed the Board that Monday, April 5, 2021 is Easter Monday and City of Stratford offices are closed.

Councilor Beatty withdrew from the meeting due to conflict of interest on Item #2633 at 4:40pm.

### **2633. KEYSTONE HOSPITALITY FOOD & BEVERAGE SERVICES:**

Issue: Letter of requested forwarded to the Board by Lori Szymanski, Operations Manager Keystone Hospitality through the Deputy City Clerk. Concept is to create additional outdoor dining experiences for theatre visitors. Proposal limited to summer months of 2021 with continuation in future if proven successful. Preferred location along Lower Queens Park Soccer Field on the pavement utilizing some parking spots. Alternate location would involve closing part or all of Lakeside Drive. Vision incorporates 3 to 4 food vendors offering variety of options.

Deputy Clerk Chris Bantock indicating staff are in the process of preparing a report for Council's consideration. As it relates to the operation of refreshment vehicles in the park system, Mr. Bantock is seeking input from the Parks Board as to whether it would be in favour of such an operation.

Staff Recommendation: To bring to the board for consideration of concept and possible recommendations and report decision back to Deputy City Clerk.

Comments from the Board included concerns about loss of parking spaces, cooking odours, generator noise, etc. The Board felt they needed to stay true to their mandate to the Parks. The Board felt that downtown market square is an ideal location for such an initiative and that the Al Fresco dining experience should be the focus.

**Resolution:** During the COVID crisis and to assist Stratford in its economic recovery the Board of Park Management approves services or experiences occurring within the



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park system meeting the Stratford for Stratford mandate. The sale of consumer goods will not be permitted. Visit Stratford's retailers and restaurants in person or online and enjoy the Park's Al Fresco dining experience.

**Mover: R. Brown**

**Seconder: S. Maguire**

**Carried.**

### 2634. SYSTEM CHANGES FOR COVID/DISTANCING:

Issue: At the January 12, 2021 meeting Chairman Orr requested members reflect on and offer suggestions on ways and means of enhancing the park system for pedestrians from a physical/social distance perspective.

### 2635. OTHER BUSINESS:

K. Richardson brought forward the need to make repairs to broken/missing boards at the Veterans Drive Bandshell. Chairman Orr noted the renovation work that took place in the recent past. Q. Malott indicated it is designated as a heritage building and as such work must fall within specific standards.

**Action Item:** Q. Malott to follow up with Mark Hackett, City of Stratford Facilities Manager on required repairs.

**Motion to adjourn the meeting by Councilor Henderson at 5:03pm.**

Next meeting will be Monday, May 3, 2021 or at the call of the Chair as needed.



## **BOARD OF PARK MANAGEMENT**

A meeting of the Board of Park Management was held on day, **April 6, 2021 at 3:30 p.m.** via Zoom.

**PRESENT:** Chairman Rick Orr, Vice Chair Jennifer Lamb, Randy Brown, Dave Hanly, Sheri Maguire, Kimberley Richardson, Councilor Beatty, Councilor Henderson.

**STAFF PRESENT:** Quin Malott Manager Parks, Forestry & Cemetery.

### **MINUTES**

#### **2636. DECLARATIONS OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF:**

None declared.

#### **2637. PRESENTATION: BARB HACKING:**

Issue: Proposing mural on the bridge to nowhere by the pollinator garden.

Background & Analysis: Barb Hacking coordinator of the Ted Blowes Memorial Pollinator Peace Garden and committee member for Communities In Bloom [CIB] Committee presented a two-fold request to revitalize the bridge with artistic renditions at Confederation Park, coining the phrase "Bridge to the Future" and to paint the brick wall adjacent to the spaces with a mural. "Growing Hope" is the theme of the National Communities in Bloom Organization for 2021. In partnership with staff of Community Services Department City of Stratford and Director of Gallery Stratford Angela Brayham, the proposal of engaging artists between the ages of 14 – 18 years in a mural workshop April 2021 under the leadership of a professional mural artist was explained. One mural would be painted on either side of the bridge and on the step's risers. The second mural is intended for the wall on which "Confederation Park" lettering used to exist. A local artist's sketch proposal was reviewed. The content includes a large butterfly that kids of all ages could have the photo taken with that would also incorporate the Confederation Park name in. A plaque would be incorporated indicating the original purpose of the bridge. Councilor Dave Gaffney has been searching for an historic photo of the bridge with pedestrians crossing the railway tracks. To date none has been found. Two electrical boxes were identified during a site meeting that would also benefit from the painting project.

Financial Impact: Financial projection is \$5,000.00. This project would be funded through both CIB fundraising initiatives and through the Ontario Trillium Foundation



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covering the youth involvement portion in partnership with Gallery Stratford. Public donations with tax receipts are another funding option receiving consideration. Scope of the project will be dictated by the ability to raise sufficient funds.

It was agreed that the priority if painting only one side be the west side which is the opposite to Confederation Park waterfall where many wedding photos are taken. This location is identified as a popular location for visitors in general, particularly during the pandemic.

National and global recognition for submissions will be possible through the National Communities in Bloom/Hope is Growing garden 2021 initiative.

The project vision involves cleaning, priming, and painting a mural on the wall using the skills and rendering of a local Stratford Artist and her team. Additionally, Ms. Hacking advises that sunflower seeds will be planted throughout the community as extending the spirit of hope with the colour yellow.

The Board discussed the need for monitoring and maintenance of this high-profile park area ensuring its aesthetic in keeping with the Board of Park Management mandates of enjoyment and access for all.

**Resolution: To approve the proposal of the murals Hope Garden project.**

**Mover: K. Richardson**

**Seconder: S. Maguire**

**Carried.**

2638. PRESENTATION: ZAC GRIBBLE:

Issue: Discussion of ticketed events within the park system and on Tom Patterson Island. The item is a continuation from the March 15, 2021 meeting.

The Board discussed various aspects and concerns regarding the proposal including public access, current practice, coordination with local partners specifically service clubs, potential conflict with Stratford Festival 2021 [tent] season, precedence, possible alternative locations, municipal sound bylaw, safety and the necessity and benefit to the community during the pandemic and beyond. Consideration was given to the number and frequency of such events.

Mr. Gribble indicated that to date the only formal request received was through Stratford Summer Music [SSM]. To sustain the long-standing cultural program, SSM is requesting permission to incorporate a couple of catered evening concerts. Barge music will remain a central component of the season.



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The question of capacity and maximum attendees will remain fluid during the days leading up to the events whose dates, content, set-up will be provided in advance. Further acknowledging that medical health laws and protocols will be observed. Consultation with Huron Perth Public Health is paramount.

It was recognized that park grounds restoration would be monitored and provided, both through the ticketed events, inclusive of lighting installations.

Staff enquired about the plan surrounding notice to the public to avoid disappointment and overlap. Board members agreed that notice needs to be provided at least a week in advance using on site signage and through organizers media platforms. Destination Stratford will guide the partners and process.

**Resolution: The Board of Park Management consider allowing a small number of specifically approved closed ticketed events during 2021 hosted by registered not for profit charities with a focus on cultural components and support of the Board of Park Management policies mandate to support Stratford's economic recovery initiative.**

**Mover: J. Lamb**

**Seconder: K. Richardson**

**Carried.**

Mr. Gribble then discussed the Lights On Stratford design and enhancements for the 2021 season. There will be approximately 800 lights in Market Square to support and enhance the Al Fresco location downtown and 2000 on Tom Patterson Island. The mockup design graphic provided illustrated the installation of 1-watt strings of festoon shatter proof bulbs, all on independent timers. Lights On Stratford assumes all expenses with installation, maintenance and takedown. 2021 plan involves replacement and modification of existing hardware. Subject to engineering approval, the plan prioritizes safety for the trees and users. Heights and installation take into consideration non-interference with any marquee tents that may be installed for events. West side of Tom Patterson Island is not included. This installation will naturally augment other events and usage of the Island with the long-term goal of remaining until the end of February 2022. Mr. Gribble emphasized that all the Island installation work will be completed with lifts under the supervision of an Arborist to maintain the health and integrity of the trees.

Second component of the requested plan involves Tom Patterson Island Bridge, Waterloo Street Bridge, Meadowrue Bridge and the Waterloo Street side of Huron Street Bridge arches will be outlined in gentle colour wash underneath as part of Stratford Lights On Summer Pop Up.



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Discussion regarding how long the lights would remain on at night. It was agreed that with increasing daylight hours, the timers remain on as long as possible for maximum effect and enjoyment.

**Resolution: To approve the Stratford Lights On proposal presented by Zac Gribble.**

**Mover: D. Hanly                      Seconder: Councilor Henderson                      Carried.**

**Motion to adjourn the meeting by Councilor Beatty, seconded by K. Richardson at 4:30p.m.**

Next meeting will be Monday, May 3, 2021 or at the call of the Chair as needed.