



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

Date: Thursday, May 14, 2026
Time: 4:30 P.M.
Location: Council Chamber, City Hall
Sub-committee Present: Councillor Henderson - Vice Chair, Councillor Briscoe, Councillor Sebben, Councillor Wordofa
Staff Present: Tim Wolfe - Director of Community Services, Tatiana Dafoe - City Clerk, Miranda Franken - Council Clerk Secretary

To watch the Sub-committee meeting live, please click the following link:
<https://stratford-ca.zoom.us/j/85736749796?pwd=mEaUt8D5I3LRVaB28oPcbho7Xdf2cz.1>
A video recording of the meeting will also be made available through a link on the City's website
<https://calendar.stratford.ca/meetings> following the meeting.

Pages

1. Call to Order

The Vice-Chair to call the Meeting to Order.

Councillor Beatty provided regrets for this meeting.

Land Acknowledgment

Moment of Silent Reflection

Respectful Conduct Statement

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

3. Delegations

None scheduled.

4. Report of the Director of Community Services

4.1 Orr Insurance Allman Arena Score Clock Advertising – Agreement Renewal (COM26-002)

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Motion by

Staff 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 five-year term commencing July 1, 2026 and ending June 30, 2031;

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

5. Department Update

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The Director/Manager to provide an update on department activities and ongoing projects.

6. Advisory Committee/Outside Board Minutes

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The following Advisory Committee minutes have been provided for the information of Sub-committee:

- Communities in Bloom Advisory Committee minutes of March 5, 2026

7. Next Sub-committee Meeting

The next Community Services Sub-committee meeting will be held on June 11, 2026, in the Council Chamber if required.

8. Adjournment

Meeting Start Time:

Meeting End Time:

Motion by

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



MANAGEMENT REPORT

Date: May 14, 2026
To: Community Services Sub-committee
From: Tim Wolfe, Director of Community Services
Report Number: COU26-002
Attachments: None

Title: Orr Insurance Allman Arena Score Clock Advertising – Agreement Renewal

Objective: To consider renewal of the agreement between the City of Stratford and Orr Insurance Brokers Inc. for advertising space on the score clock at the William Allman Memorial Arena for the period July 1, 2026 to June 30, 2031.

Background: Orr Insurance Brokers Inc. has advertised on the score clock at the William Allman Memorial Arena since the 2001-2002 ice season. The current five-year agreement was from 2021-2026 expiring in June, 2026 and brought a total advertising revenue of \$3,250.

Analysis: Orr Insurance Brokers Inc. has indicated its interest in renewing the score clock advertising agreement at increased annual rates. Staff supports the renewal as it maintains an existing advertising relationship, provides modest revenue to offset operating costs, and does not require any capital investment or service change. Further, it aligns with strategic goals of managing non-taxation revenue opportunities. There have been no other requests to use the other available spaces on the clock.

Orr agrees to pay to the City the following rates each year during the term of the renewal agreement (\$25 increase each year):

2026-2027 Term - \$700.00
 2027-2028 Term - \$725.00
 2028-2029 Term - \$750.00
 2029-2030 Term - \$775.00
 2030-2031 Term - \$800.00

Financial Implications:

Financial impact to current year operating budget:

No material changes to the 2026 operating budget as the fees for the 2026 season have been included in estimated revenues in the 2026 budget.

Financial impact on future year operating budget:

The proposed five-year renewal will generate total revenue of \$3,750 over the term of the five-year agreement.

Link to asset management plan and strategy:

This report does not have a direct impact on the City's asset management plan or strategy.

Legal considerations:

The agreement should be executed in accordance with the City's standard approval and signing processes. No unusual legal issues have been identified with this renewal.

Insurance considerations:

There are no significant insurance implications anticipated because of this renewal, provided the agreement remains consistent with the City's standard advertising terms and risk sharing provisions.

Alignment with Strategic Priorities:

Enhance our Infrastructure

This report aligns with this priority by supporting the ongoing use and value of a City recreation asset through third-party advertising revenue associated with the Allman Arena score clock.

Alignment with One Planet Principles:

This agreement does not directly align with One Planet Principles.

Staff 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 five-year term commencing July 1, 2026 and ending June 30, 2031;

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

Prepared by: Hayley Matheson, Administrative Assistant
Recommended by: Tim Wolfe, Director of Community Services
 André Morin, CPA, Chief Administrative Officer

Community Services Sub-Committee

Department Update – April 2026

PARKS & CEMETERY

- Seasonal staff have been trained and onboarded.
- Seasonal Park/Cemetery clean up to be completed by May 8th.
- Sports Fields opened May 4th.
 - Tennis Court Field at SERC opening delayed until May 15th for grass to grow in goal mouths due to moving nets in the fall.
- Spring tree planting of approximately 250 trees now in progress on City streets and in parks.
- Picnic tables have been distributed through out parks.
- Currently undergoing process of evaluating new play structure submissions for Devon and Willow Park.

TRANSIT

- City of Stratford HR has completed acceptance of Manager of Transit job applications in late April; Community Services will be entering into the interview process in mid-May.

Weekly Ridership Year-over-Year Comparison

2026 Week	Ridership	Sat On-Demand	2025 Week	Ridership	Sat On-Demand
Mar 15-20	7,828	222	Mar 16-21	9,537	190
Mar 22-27	9,135	187	Mar 23-28	8,696	165
Mar 29-Apr 3	8,042	201	Mar 30-Apr 4	10,420	234
Apr 5-10	8,832	202	Apr 6-11	10,409	222
Apr 12-27	9,674	218	Apr 13-18	8,391	232

PC Connect Year-over-Year Comparison:

Year Month	Ridership
2026 April	1066
2025 April	1339

TRANSIT CAPITAL

- No capital projects planned for 2026.

PARALLEL TRANSIT

Weekly Ridership

2026 Week	Ridership	2025 Week	Ridership
Mar 15-20	368	Mar 16-21	377
Mar 22-27	427	Mar 23-28	398
Mar 29-Apr 3	350	Mar 30-Apr 4	362
Apr 5-10	381	Apr 6-11	371
Apr 12-17	432	Apr 13-18	401

Pre-Pandemic ridership was typically 400 per week.

PARALLEL TRANSIT CAPITAL

- 2 Mobility buses to be delivered early Summer 2026

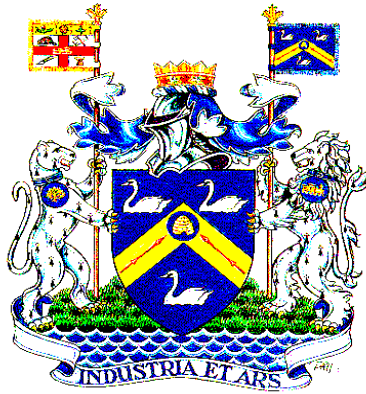
RECREATION PROGRAMMING

- Staff are continuing to support community indoor events (23 over April/May), while welcoming the start of outdoor events (currently at 34).
- Staff are ramping up the planning of the summer camp and Lions Pool programs, as well as summer evening pickleball.
- Doors Open was a huge success after a 10-year break. Staff partnered with Destination Stratford to showcase 12 participating sites and walking tours. The tally of combined site visits was over 9000 throughout the weekend. Site specific, the City Hall Auditorium had over 1200 visitors.
- Over 1500 attendees successfully hosted at the Stratford Rotary Complex Halls for the STK – Master of the Ring Martial Arts Tournament on March 28.
- Staff continue to support the Asian Heritage Month planning team with program development, partnership outreach, marketing, and event planning for the month of May.
- For the 2025-26 public skate season (October – March), there were 36 secured sponsors allowing the community to skate for free.

RECREATION FACILITIES

- Last day for ice rentals at the William Allman Memorial Arena is Thursday, May 7, 2026. The ice surface will then be removed for the summer months.
- The season opening maintenance at the outdoor courts (SERC Basketball, SERC Tennis/Pickleball, Milton Park Tennis/Pickleball, Shakespeare Park Tennis/Pickleball) has been completed. The courts were opened for the season on April 15, 2026.

- Facility Maintenance staff are completing season-opening maintenance for seasonal outdoor washrooms: SERC Washrooms, Upper Queens Park Washrooms, North Shore Washroom, Allman Arena Exterior Washrooms, opening May 1st.
- Splash Pad Washrooms will open at the same time as the Splash Pad facility mid-May.
- The washrooms at the baseball diamonds and soccer fields (National Stadium, Dufferin Ball Diamond, Optimist Ball Diamond, Anne Hathaway Park, Packham Sports Complex) will open when the sports fields are opened for the season. The sports fields open annually on May 1st, weather dependent.
- New electric Zamboni Ice Resurfer was delivered to the Rotary Complex. Staff have completed training on the operations of the new machine with the manufacturer, and the new machine is now in operation.
 - The existing electric Zamboni Ice Resurfer will be moved to the William Allman Memorial Arena for the 2026/2027 ice season.
 - This machine will help the City to lower the corporate emissions and GHG reduction targets, while producing high quality ice surfaces for all users.
- The Elevator Modernization Capital Project at the Stratford Public Library has started.
 - The project is expected to take 8 weeks to complete (completion date: June 8th)
- The Veterans Drive Bandshell Refurbishment Capital Project has started and is expected to be completed by June 15th.
- The SERC Washroom Renovation Capital Project is expected to be fully completed by April 30th, with the washrooms opening for the season on May 1st.
- The LED Lighting Retrofit Capital Project supply and delivery of the light fixtures was awarded to City Electric Supply in the amount of \$17,011.39 plus HST.
 - This project will be started after the ice surface is removed and the facility is closed for the summer months. The project will be completed before the facility re-opens in September.



Communities in Bloom Advisory Committee

MINUTES

A meeting of the Stratford Communities in Bloom (CiB) Advisory Committee was held on Thursday, March 5, 2026 at 12:00 p.m., Rotary Complex – Mansbridge Room, 353 McCarthy Road W., Stratford ON

Committee Members: Councillor Brad Beatty – Chair Presiding, Carys Wyn Hughes, Barb Hacking, Jenn Mitchell, Cindy Carlson, Councillor Bonnie Henderson

Staff: Vicky Trotter – Council Committee Coordinator, Casey Riehl – Recording Secretary

1. Call to Order

Councillor Beatty, Chair presiding, called the meeting to order at 12:08 p.m.

Reading of the Land Acknowledgement and a Moment of Silent Reflection

Reading of the Respectful Workplace Conduct Statement

2. Declarations of Pecuniary Interest

None declared.

3. Motion to Adopt March 5, 2026 Addenda

Motion by Councillor Henderson

Seconded by Barb Hacking

THAT the Addenda to the Communities in Bloom Advisory Committee Agenda dated March 5, 2026 be added to the agenda as printed. Carried

Communities in Bloom Advisory Committee
March 5, 2026

4. **Adoption of the Previous Minutes**

Motion by Cindy Carlson

Seconded by Jenn Mitchell

THAT the minutes from the Communities in Bloom Advisory Committee meetings dated December 4, 2025 and February 11, 2026 be adopted as printed. Carried

5. **Business Arising from Previous Minutes**

5.1 **2026 Judging Plans**

Councillor Beatty reported that there are no new updates regarding the judging. Stratford is participating in a new category called "Healthier, Livable Cities" with a new rule template to follow. Once the outline is received, members can begin working on plans after returning from Italy. Vicky Trotter will resend the latest version of the profile book for members to review and begin suggesting updates and additions.

5.2 **Update on Ted Blowes Garden**

Barb Hacking reported that the lights on the waterfall are currently not working and is perhaps a Wi-Fi issue. Once the snow is gone, staff from Rhyzome will investigate.

5.3 **Update on Gateways Project**

Vicky Trotter reported that she has communicated with the Director of Building & Planning to inquire about options in the official wayfinding plan regarding entrance signage. The Director stated the MTO will likely prohibit any installation within the right of way, existing signs would be grandfathered in, not new ones. The Director will be providing some more information to Ms. Trotter for an update at the next meeting. Ms. Trotter will also share the current design in the wayfinding plan with members.

Motion by Councillor Henderson

Seconded by Barb Hacking

THAT the Communities in Bloom Advisory Committee recommends to Council a gateway sign at the Highway 7/8 entrance to the city be included in the 2027 Budget. Carried

Vicky Trotter will procure some quotes on signage for further discussion.

6. New Business

6.1 Scotts Canada 2026 Gro for Good Grant

No updates reported.

6.2 Urban Garden

Cindy Carlson reported that the SDSS students have applied for a Scotts Canada grant for the urban garden. The garden is an inter-generational garden and there was an inquiry about if the garden could be included in an upcoming SLAAA newsletter about therapeutic gardening. Ms. Carlson will provide them with the Advisory Committee e-mail to use that goes directly to City staff. Ms. Carlson suggested a small CiB sign should be installed at the garden. SDSS has requested assistance with the garden; Ms. Carlson will discuss possibly providing them with topsoil again this year and report back to the committee.

6.3 Reclamation Garden

In 2025, Stratford was recognized with an award for the Ted Blowes Memorial Garden and the reuse of the old train overpass and making it a garden. The CiB committee was awarded two adult passes to the Butchart Gardens in BC and three nights accommodation. Travel expenses are not included.

Vicky Trotter will resend the information to all committee members and a decision on how to proceed will be made at the April CiB meeting.

6.4 International Community Garden – Cervia, Italy

Councillor Beatty updated the committee that there will now be three Canadian cities represented in Cervia. Representatives from Yarmouth, Maple Ridge and Stratford will be attending.

The International Community Garden in Cervia is the largest garden in Europe. Stratford, Ontario is mentioned on the garden website and organizers have requested photos and videos from Stratford. As gifts, committee members will take a Stratford flag, pins, pens and a framed certificate.

Cindy Carlson suggested visiting the Stratford-Perth Archives and documenting the Perth Regiment section and highlighting their Italian Campaign. As part of the video, the Stratford team could also be introduced.

Communities in Bloom Advisory Committee
March 5, 2026

Vicky Trotter stated that there is a management report listed on the March 9, 2026 Council agenda, asking for additional funds for travel expenses.

If anyone has any questions for the organizers in Italy, please send them to Councillor Beatty and he will be in contact with them.

6.5 Request from the Retired Women Teachers of Ontario (RWTO)

Cindy Carlson has received a request from the RWTO for CiB to participate in celebrating their 70th Anniversary. They are requesting that the colours blue and yellow be used to mark the celebration.

Barb Hacking suggested the garden near the waterfall could be planted in blue and yellow with a sign to recognize the 70th anniversary. CiB members will also request that the lights on the waterfall be yellow and blue for the month of April.

The Mayor will be reading a proclamation at the next Council meeting and again on the specific anniversary date of April 9, 2026 in Council Chambers between 11-12 p.m.

Motion by Cindy Carlson

Seconded by Jenn Mitchell

THAT the Communities in Bloom Advisory Committee plant a blue and yellow garden in the Ted Blowes Memorial Garden and turn the lights on the bridge to blue and yellow for the month of April 2026 in recognition of the 70th Anniversary of the Retired Women Teachers of Ontario. Carried

Jenn Mitchell no longer present at the meeting at 1:16 p.m.

6.6 Spring Festival of Colour

Councillor Beatty reported that he has been contacted regarding a spring festival of colour. At this point, it is a concept to hold a celebration in the region to brighten up the dreary days of winter and welcome spring. Members feel at this point that the CiB Committee has a lot of commitments this spring and summer and may not have the capacity to take on another event this year but may consider participating in future years.

Carys Wyn Hughes suggested that this would tie in nicely with Pride events that are already planned.

Communities in Bloom Advisory Committee
March 5, 2026

Councillor Beatty will respond to the organizer and explain that CiB does not have the ability to assist with the event this year, but to reach out in the future.

7. Updates on Upcoming Events

- Cervia, Italy – International Garden – May 22-28, 2026
- Annual Scott's Miracle Grow Contest - TBD
- CiB National Judging – Mid July?
- Pumpkin Parade – November 1, 2026 (Barb Hacking has contacted a performer to possibly attend the event and will reach out to him to discuss costs)

8. Date of Next Meeting

The next meeting of the CIB Advisory Committee will be held on Thursday, April 2, 2026 at 12:00 p.m., City Hall, 1 Wellington Street, Stratford ON

9. Adjournment

Motion by Barb Hacking

Seconded by Councillor Henderson

THAT the March 5, 2026 Communities in Bloom Advisory Committee meeting adjourn. Carried

Meeting Start Time: 12:08 P.M.

Meeting End Time: 1:29 P.M.