



The Corporation of the Township Of Puslinch
Recreation Committee Meeting
Virtual Meeting by Electronic Participation
Tuesday, February 15, 2022
7:00pm

Join from a PC, Mac, iPad, iPhone or Android device:

Please click this URL to join:

<https://us02web.zoom.us/j/88519372857?pwd=b2V4OGJvYnBtdWNXa2FNUmd3VUtNzZ09>

Passcode: 331841

Or join by phone:

Dial (for higher quality, dial a number based on your current location):

Canada: +1 647 374 4685 or +1 647 558 0588 or +1 778 907 2071 or +1 438 809 7799 or +1 587
328 1099 or +1 613 209 3054

Webinar ID: 885 1937 2857

Passcode: 331841

International numbers available: <https://us02web.zoom.us/j/kbDxMpQ06R>

Agenda

≠ Denotes resolution prepared

1. Call the Meeting to Order
2. Roll Call
3. Opening Remarks
 - 3.1. Electronic participation protocol
4. Confirmation of the Agenda ≠
5. Disclosure of Pecuniary Interest
6. Approval of Minutes ≠
 - 6.1. November 16, 2021
7. Business Arising out of the Minutes
8. Consent Agenda ≠



The Corporation of the Township Of Puslinch
Recreation Committee Meeting
Virtual Meeting by Electronic Participation
Tuesday, February 15, 2022
7:00pm

- 8.1. Recreation Committee 2021 Q3 Revenue and Expense Information
- 8.2. Facility Revenues for November 1 2021 to January 31, 2022
 - a) Gym Revenue – November 1, 2021 to January 31, 2022
 - b) Rink Revenue – November 1, 2021 to January 31, 2022

9. Correspondence

10. Delegations

11. Committee and Staff Reports ≠

- 11.1. Advertisement, Communications and Media Relations Policy Training
– Courtenay Hoytfox
- 11.2. Promotion of Recreation and Parks Master Plan – Justine Brotherston
- 11.3. Puslinch Community Newsletter Program Review – Justine Brotherston
- 11.4. Recreation Committee Goals and Objectives – Justine Brotherston
- 11.5. Parks Master Plan Update – Mike Fowler

12. New Business

13. Announcements

14. Adjournment ≠

15. Next meeting: May 17, 2022



Minutes

1. Call to Order

Chair Vince Klimkosz called the meeting to order at 7:01 p.m.

2. Roll Call

Attendance:

Vince Klimkosz
Bruce Joy
Councillor Jessica Goyda
June Williams
Daina Makinson

Staff in Attendance:

Mike Fowler, Director of Public Works, Parks and Facilities
Jeff Bunn, Deputy Clerk
Sarah Huether, Taxation and Customer Service Supervisor
Justine Brotherston, Legislative Assistant

3. Opening Remarks

Chair Vince Klimkosz reviewed the Electronic Meeting Protocol.

4. Confirmation of the Agenda

Resolution No. 044:

Moved by Bruce Joy
Seconded by Daina Makinson

That the Recreation Committee approves the November 16, 2021 Agenda as circulated.

CARRIED.

5. Disclosure of Pecuniary Interest

There was no disclosure of pecuniary interest.

6. Approval of Minutes

Resolution No. 045:

Moved by June Williams



Seconded by Bruce Joy

That the Recreation Committee meeting minutes from the September 21, 2021 be approved as presented.

CARRIED.

7. Business Arising out of the Minutes

There was no business arising out of the minutes.

8. Consent Agenda

8.1 Recreation Committee 2021 Q1 Revenue and Expense Information

Resolution No. 046:

Moved by Daina Makinson
Seconded by Bruce Joy

That Consent Agenda item 8.1 be received for information.

CARRIED.

8.2 Facility Revenues for 2019, 2020 and 2021

Resolution No. 047:

Moved by Bruce Joy
Seconded by Daina Makinson

That Consent Agenda item 8.2 be received for information.

CARRIED.

9. Correspondence

There was no correspondence.

10. Delegations

There were no delegations.

11. Committee and Staff Reports

11.1 Engage Puslinch Sub-committee Update

Resolution No. 048:

Moved by Bruce Joy
Seconded by June Williams



That the report Engage Puslinch Sub-committee Update be received as information; and,

That the Sub-committee work with staff to implement the Engage Puslinch projects in 2022 and to report project results to the appropriate staff and at the November 15, 2022 Recreation Committee Meeting.

CARRIED.

11.2 Aberfoyle Fall Fair Parking Update

Resolution No. 049:

Moved by June Williams
Seconded by Daina Makinson

That staff report REC-2021-007 regarding the Aberfoyle Fall Fair Parking be received for information; and,

That the following staff recommendations be forwarded to Council for consideration:

- 1) Parking be prohibited from any fields or grass areas on Puslinch Community Centre Grounds;**
- 2) Participant Parking be limited to the gravel parking area using the entrance of off Maple Leaf Lane and that snow fencing be installed to stop parking from occurring on the soccer field;**
- 3) Attendee Parking be limited to Puslinch Community Centre parking lot (has approximately 300 parking spaces);**
- 4) That the Agricultural Society consider contacting the Aberfoyle Antique Market for overflow parking; and,**
- 5) If the Agricultural Society would like to provide a shuttle from the Township Office to the Puslinch Community Centre the insurance would need to include the Puslinch Township Office.**

CARRIED.

11.3 Committee Orientation Sub-committee Update

Resolution No. 050:

Moved by Jessica Goyda
Seconded by Daina Makinson

That staff report REC-2021-008 regarding the Committee Orientation Training Update be received for information; and,



That the Sub-committee work with staff to bring back a draft training package for the May 17th, 2022 Recreation Committee Meeting.

CARRIED.

11.4 Recreation Committee Goals and Objectives

Resolution No. 051:

Moved by Bruce Joy
Seconded by June Williams

That staff report REC-2021-009 regarding the Recreation Committee Goals and Objectives 2021-2022 be received for information; and,

That Fundraising Opportunities for Puslinch Community Centre Park Renovation and Upgrade and Replacement of Lights and Upgrading of Washrooms at Old Morriston Park be added to the 2022/2023 Goals and Objectives.

CARRIED.

11.5 Parks Master Plan

Director of Public Works, Parks and Facilities Mike Fowler informed the Committee that pending budget availability the construction of Phase 1 of the Parks Master Plan and Soccer Field Lighting will take place in 2022 with the proposed completion in early 2023. If construction is completed in early 2023 the soccer fields would be available for rental in early summer 2023.

Resolution No. 052:

Moved by Jessica Goyda
Seconded by June Williams

That the report Parks Master Plan be received for information; and,

That Staff bring back a report regarding promotion of the Parks Master Plan to the February 15, 2022 Recreation Meeting.

CARRIED.

12. New Business

There was no new business.

13. Adjournment

Resolution No. 053:

Moved by Daina Makinson



The Corporation of the Township Of Puslinch
Recreation Committee Meeting
Virtual Meeting by Electronic Participation
Tuesday, November 16, 2021
7:00pm

Seconded by June Williams

That the Recreation Committee hereby adjourns at 8:22 p.m.

CARRIED.

Next meeting: February 15, 2022

Report FIN-2021-037 - Third Quarter Financial Report - 2021
Schedule A - Departmental Detail

	Current Quarter Actuals	YTD Actuals	\$ Budget Remaining	2021 Budget	% Remaining
Recreation Committee					
Expenditures					
Salaries, Wages and Benefits					
Per Diems	\$0	\$0	\$2,655	\$2,655	100%
Expenditures Total	\$0	\$0	\$2,655	\$2,655	100%

Report FIN-2021-037 - Third Quarter Financial Report - 2021
Schedule A - Departmental Detail

	Current Quarter Actuals	YTD Actuals	\$ Budget Remaining	2021 Budget	% Remaining
ORC					
Expenditures					
Building Maintenance					
Bldg-Cleaning, Maint,Supplies Exterior	\$1,028	\$1,028	\$6,972	\$8,000	87%
Bldg-Cleaning, Maint,Supplies Interior	\$1,077	\$1,848	\$3,952	\$5,800	68%
Contract Services/Professional Fees					
Contract Services	\$0	\$0	\$1,480	\$1,480	100%
Water Protection	\$210	\$422	\$278	\$700	40%
Materials and Supplies					
Advertising	\$0	\$0	\$500	\$500	100%
Clothing Safety Allowance	\$0	\$208	\$567	\$775	73%
Signage	\$0	\$0	\$100	\$100	100%
Office Equipment and Supplies					
Office Supplies	\$223	\$223	\$77	\$300	26%
Professional Development					
Employee Travel - Meals	\$0	\$0	\$50	\$50	100%
Membership and Subscription Fees	\$0	\$0	\$220	\$220	100%
Professional Development	\$0	\$0	\$1,000	\$1,000	100%
Salaries, Wages and Benefits					
FT Benefits - ORC	\$2,473	\$6,017	\$5,294	\$11,312	47%
FT Wages - ORC	\$14,230	\$32,840	\$28,416	\$61,256	46%
Manulife Benefits	\$596	\$4,173	\$3,071	\$7,244	42%
OT Wages - ORC	\$0	\$0	\$2,000	\$2,000	100%
PT Benefits - ORC	\$292	\$542	\$2,518	\$3,060	82%
PT Wages - ORC	\$6,616	\$12,032	\$19,806	\$31,838	62%
WSIB	\$563	\$1,172	\$1,681	\$2,853	59%
Utilities					
Communication (phone, fax, intern)	\$738	\$1,909	\$1,211	\$3,120	39%
Heat	\$465	\$4,008	\$1,492	\$5,500	27%
Hydro	\$2,177	\$17,333	\$9,667	\$27,000	36%
Insurance	\$3,321	\$3,321	\$4,993	\$8,314	60%
Waste Removal	\$502	\$1,320	\$240	\$1,560	15%
Vehicles and Equipment					
Equipment Maintenance & Supplies	-\$1,048	\$197	\$6,673	\$6,870	97%
Mileage	\$0	\$0	\$100	\$100	100%
Expenditures Total	\$33,463	\$88,592	\$102,359	\$190,951	54%
Revenues					
Recoveries					
Other Recoveries	\$0	\$0	-\$500	-\$500	100%
User Fees, Licenses and Fines					

Report FIN-2021-037 - Third Quarter Financial Report - 2021
Schedule A - Departmental Detail

	Current Quarter Actuals	YTD Actuals	\$ Budget Remaining	2021 Budget	% Remaining
Arena Summer Rentals	-\$7,662	-\$7,662	-\$2,650	-\$10,313	26%
Gymnasium Rental	\$0	\$0	-\$10,000	-\$10,000	100%
Ice Rental - Non-Prime	\$0	\$0	\$0	\$0	N/A
Ice Rental - Prime	\$0	\$0	-\$13,770	-\$13,770	100%
Rink Board and Ball Diamond Advertising	\$0	\$0	-\$363	-\$363	100%
Revenues Total	-\$7,662	-\$7,662	-\$27,283	-\$34,946	78%

Report FIN-2021-037 - Third Quarter Financial Report - 2021
Schedule A - Departmental Detail

	Current Quarter Actuals	YTD Actuals	\$ Budget Remaining	2021 Budget	% Remaining
Parks					
Expenditures					
Contract Services/Professional Fees					
Contract Services	\$397	\$397	\$563	\$960	59%
Water Protection	\$0	\$0	\$700	\$700	100%
Materials and Supplies					
Advertising	\$0	\$0	\$500	\$500	100%
Maintenance Grounds	\$4,854	\$7,358	\$2,642	\$10,000	26%
Salaries, Wages and Benefits					
FT Benefits - Parks	\$2,596	\$4,176	\$2,495	\$6,672	37%
FT Wages - Parks	\$14,510	\$23,194	\$13,560	\$36,754	37%
Manulife Benefits	\$0	\$439	\$4,902	\$5,341	92%
OT Wages - Parks	\$85	\$85	-\$85	\$0	N/A
PT Benefits - Parks	\$0	\$0	\$0	\$0	N/A
PT Wages - Parks	\$0	\$0	\$0	\$0	N/A
WSIB	\$495	\$702	\$401	\$1,103	36%
Utilities					
Fuel	\$0	\$0	\$2,630	\$2,630	100%
Hydro	\$763	\$1,446	\$1,254	\$2,700	46%
Insurance	\$3,385	\$3,385	\$4,532	\$7,917	57%
Vehicles and Equipment					
Equipment Maintenance and Supplies	\$1,885	\$2,199	-\$719	\$1,480	-49%
Mileage	\$0	\$0	\$0	\$0	N/A
Vehicle Maintenance	\$263	\$263	\$237	\$500	47%
Expenditures Total	\$29,232	\$43,644	\$33,611	\$77,255	44%
Revenues					
Recoveries					
Other Recoveries	\$0	\$0	\$0	\$0	N/A
User Fees, Licenses and Fines					
Aberfoyle/Morrison Ball Park/ Morrison Meadows	-\$6,653	-\$6,653	\$3,903	-\$2,750	-142%
Horse Paddock Rental	\$0	\$0	-\$207	-\$207	100%
Picnic Shelter	-\$435	-\$435	\$282	-\$153	-184%
Soccer Field Rentals	-\$4,012	-\$4,012	\$2,512	-\$1,500	-167%
Tennis Court Rentals	\$0	\$0	-\$400	-\$400	100%
Revenues Total	-\$11,099	-\$11,099	\$6,089	-\$5,010	-122%

Report FIN-2021-037 - Third Quarter Financial Report - 2021
Schedule A - Departmental Detail

	Current Quarter Actuals	YTD Actuals	\$ Budget Remaining	2021 Budget	% Remaining
PCC					
Expenditures					
Building Maintenance					
Bldg-Cleaning, Maint,Supplies Interior	\$923	\$3,211	\$10,459	\$13,670	77%
Outdoor Maintenance of Building	\$0	\$1,132	\$2,868	\$4,000	72%
Contract Services/Professional Fees					
Contract Services	\$1,734	\$2,270	\$1,390	\$3,660	38%
Water Protection	\$928	\$1,850	\$2,650	\$4,500	59%
Materials and Supplies					
Advertising	\$0	\$0	\$2,000	\$2,000	100%
Office Equipment and Supplies					
Kitchen Supplies and Equipment	\$0	\$0	\$1,500	\$1,500	100%
Office Supplies	\$0	\$0	\$150	\$150	100%
Professional Development					
Employee Travel - Accomodations	\$0	\$0	\$250	\$250	100%
Employee Travel - Meals	\$0	\$0	\$50	\$50	100%
Membership and Subscription Fees	\$0	\$0	\$500	\$500	100%
Professional Development	\$0	\$0	\$0	\$0	N/A
Salaries, Wages and Benefits					
FT Benefits - Recreation	\$2,321	\$7,262	\$3,600	\$10,862	33%
FT Wages - Recreation	\$13,199	\$40,518	\$18,387	\$58,906	31%
Manulife Benefits - Recreation	\$2,095	\$6,177	\$1,970	\$8,147	24%
OT Wages - Recreation	\$572	\$572	\$428	\$1,000	43%
PT Benefits - Recreation	\$0	\$0	\$2,079	\$2,079	100%
PT Wages - Recreation	\$0	\$0	\$20,634	\$20,634	100%
WSIB	\$470	\$1,129	\$1,287	\$2,416	53%
Utilities					
Communication (phone, fax, intern)	\$604	\$1,707	\$1,293	\$3,000	43%
Fuel	\$0	\$0	\$500	\$500	100%
Heat	\$301	\$3,251	\$1,049	\$4,300	24%
Hydro	\$1,742	\$5,338	\$6,662	\$12,000	56%
Insurance	\$3,321	\$3,321	\$4,813	\$8,133	59%
Waste Removal	\$2,008	\$5,246	\$994	\$6,240	16%
Vehicles and Equipment					
Mileage	\$0	\$0	\$100	\$100	100%
Expenditures Total	\$30,218	\$82,984	\$85,612	\$168,597	51%
Revenues					
Grants					
Recreation Conditional Grants	\$0	\$0	-\$5,167	-\$5,167	100%
Recoveries					
Other Recoveries	\$0	\$0	-\$1,000	-\$1,000	100%

Report FIN-2021-037 - Third Quarter Financial Report - 2021
Schedule A - Departmental Detail

	Current Quarter Actuals	YTD Actuals	\$ Budget Remaining	2021 Budget	% Remaining
User Fees, Licenses and Fines					
Advertising Sign	\$0	-\$34	-\$18	-\$52	34%
Alf Hales Room	\$0	\$0	-\$5,975	-\$5,975	100%
Archie MacRobbie Hall - Non-Prime	\$0	\$26	-\$9,586	-\$9,560	100%
Archie MacRobbie Hall - Prime	\$0	\$525	-\$14,148	-\$13,623	104%
Bartenders	\$0	\$260	-\$4,437	-\$4,177	106%
Commercial Rentals	\$0	\$0	-\$318	-\$318	100%
Kitchen Facilities	\$0	\$0	-\$1,900	-\$1,900	100%
Licensed Events Using Patio	\$0	\$0	-\$119	-\$119	100%
Projector Rental Fee	\$0	\$0	-\$104	-\$104	100%
Revenues Total	\$0	\$776	-\$42,770	-\$41,994	102%

Township of Puslinch
Gym Revenue Comparison From NOV 1,2021 To JAN 31,2022

January 2022

Gym	Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Total
Week 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Week 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Week 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Week 4	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Week 5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

December 2021

Gym	Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Total
Week 1	0.00	0.00	0.00	0.00	43.56	0.00	0.00	43.56
Week 2	0.00	109.43	95.04	97.67	93.53	0.00	0.00	395.67
Week 3	0.00	109.43	95.04	130.98	93.53	0.00	0.00	428.98
Week 4	0.00	59.46	45.07	169.91	61.73	0.00	0.00	336.17
Week 5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Totals:	0.00	278.32	235.15	398.56	292.35	0.00	0.00	1,204.38

November 2021

Gym	Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Total
Week 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Week 2	0.00	0.00	31.80	0.00	0.00	0.00	0.00	31.80
Week 3	0.00	0.00	59.46	0.00	108.67	0.00	0.00	168.13
Week 4	0.00	0.00	107.16	0.00	107.16	0.00	0.00	214.32
Week 5	0.00	0.00	11.76	0.00	0.00	0.00	0.00	11.76
Totals:	0.00	0.00	210.18	0.00	215.83	0.00	0.00	426.01

Total Charges	\$1,630.39
----------------------	-------------------

Township of Puslinch

Rink Revenue Comparison From NOV 1,2021 To JAN 31,2022

January 2022

Rink	Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Total
Week 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Week 2	0.00	471.51	637.50	580.78	1,028.61	347.10	848.73	3,914.23
Week 3	860.83	683.07	673.35	580.78	765.85	347.10	850.57	4,761.55
Week 4	866.99	684.58	670.00	579.27	753.75	427.50	852.08	4,834.17
Week 5	950.37	683.07	670.00	755.52	758.61	176.25	854.46	4,848.28
Week 6	852.62	512.22	0.00	0.00	0.00	0.00	0.00	1,364.84
Totals:	3,530.81	3,034.45	2,650.85	2,496.35	3,306.82	1,297.95	3,405.84	19,723.07

December 2021

Rink	Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Total
Week 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Week 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Week 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Week 4	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Week 5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

November 2021

Rink	Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Total
Week 1	0.00	0.00	0.00	0.00	0.00	0.00	139.80	139.80
Week 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Week 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Week 4	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Week 5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Totals:	0.00	0.00	0.00	0.00	0.00	0.00	139.80	139.80

Total Charges \$19,862.87



REPORT REC-2022-001

TO: Recreation Committee

FROM: Justine Brotherston, Legislative Assistant

MEETING DATE: February 15, 2022

SUBJECT: Promotion of Recreation and Parks Master Plan

RECOMMENDATIONS

That the Staff Report REC-2022-001 regarding the Promotion of the Recreation and Parks Master Plan be received for information.

Purpose

The purpose of this report is to provide an update to the Recreation Committee regarding promotion of the Recreation and Parks Master Plan.

Background

At the November 16, 2021 Recreation Committee meeting staff were asked to review options for promotion of the Recreation and Parks Master Plan on the Township's website.

Comments

The Township's website features a Reports & Publications page which hosts a number of the Township's guiding documents including the Recreation and Parks Master Plan.

On the 2022 Corporate Work Plan, approved by Council, Website Maintenance has been identified as an action item. This project will include reviewing the content of various pages and looking for opportunities to enhance the information provided.

The comments received from the Recreation Committee regarding have been provided to the appropriate staff and will be considered as part of this overall review.

Financial Implications

There are no financial implications for the staff recommendation.

Attachments

There are no attachments to this report.



REPORT REC-2022-002

TO: Recreation Committee

FROM: Justine Brotherston, Legislative Assistant

MEETING DATE: February 15, 2022

SUBJECT: Puslinch Community Newsletter Program Review

RECOMMENDATIONS

That the Staff Report REC-2022-002 regarding the Puslinch Community Newsletter Program Review be received for information; and,

That the Recreation Committee recommend Option ____ as present/amended be approved by Council at a future meeting.

Purpose

The purpose of this report is provide the Recreation Committee with future options for the the Puslinch Community Newsletter Program.

Background

The Puslinch Community Newsletter is currently compiled and formatted by Committee Member Daina Makinson with back up from Chair Vince Klimkosz. Daina Makinson has advised the Township that they will be leaving the Recreation Committee before the end of this term. As a result, the Puslinch Community Newsletter will not have a dedicated coordinator.

A brief timeline of the development and implementation of the Puslinch Community Newsletter Program is outlined below:

- The Puslinch Community Newsletter was launched on May 10, 2018.

- At the April 23, 2019 meeting the Committee reviewed the value of the Puslinch Community Newsletter and determined that in lieu of social media the Puslinch Community Newsletter had value as a monthly program.
- At the May 18, 2021 meeting the Committee approved a new delivery method of the Puslinch Community Newsletter. As a result, the newsletter is created in Wordpress as a Post on the Township's website rather than developing it in a PDF and making it an attachment to a Post.

In review of this program, below is a chart showing the number of subscribers and the open rate for the last year of Puslinch Community Newsletter issues. Please note that 4 of the subscribers are internal (Township Staff, IT Consultants or Committee/Council Members).

Newsletter	Subscribers	Open Rate
January 2022	18	61.1%
December 2021	18	77.8%
November 2021	17	58.8%
October 2021	17	64.7%
September 2021	17	82.4%
August 2021	16	62.5%
July 2021	15	66.7%
June 2021	11	72.7%
May 2021	12	83.3%
April 2021	11	54.4%
March 2021	10	60.0%
February 2021	9	88.9%
December 2020	8	75.0%

*Note January 2021 was not sent out through MailChimp and there is no data available.

Options

Staff is seeking input from the Committee regarding the future of the Puslinch Community Newsletter Program. Staff have proposed two potential options for the Committee's consideration below.

Option 1 (Recommended): Terminate the Puslinch Community Newsletter Program and use alternative methods to promote community events. Alternative methods include:

- Promotion of community events on social media per the Township's Advertisement, Communication and Media Relations Policy.

- Annual community events submitted by the Township to the County of Wellington's Festival and Events Calendar.
- Addition of a link to Township website under the Culture & Recreation menu to the County of Wellington's Festival and Events Calendar (<https://calendar.wellington.ca/default/Month>)

As the Township has officially launched its social media program and Council has adopted the Advertisement, Communication and Media Relations Policy there is a new opportunity to communicate local events more broadly within the community over multiple platforms.

Option 2: The Committee select a new lead volunteer to compile and format the Puslinch Community Newsletter for the remainder of the Council Term.

Financial Implications

There are no financial implications for the staff recommendation.

Attachments

There are no attachments to this report.



REPORT REC-2022-003

TO: Recreation Committee

FROM: Justine Brotherston, Legislative Assistant

MEETING DATE: February 15, 2022

SUBJECT: Committee Quarterly Review of Goals and Objectives for 2022

RECOMMENDATIONS

That staff report REC-2022-003 regarding the Recreation Committee Goals and Objectives 2022 be received for information; and,

That the Advertisement Project Proposal be endorsed by the Committee to be approved by Council with the 2022 Recreation Committee Goals and Objectives at a future meeting; and,

That the 2022 Recreation Committee Goals and Objectives be approved as amended to be endorsed by Council at the future meeting.

Purpose

The purpose of this report is to review and provide updates on the Recreation Committee's Goals and Objectives.

Background

For the remainder of the term, the Recreation Committee has created a list of Goals and Objectives they would like to achieve in 2022. Each goal/objective has a timeline and sub-committees have been established for some of the projects. Additionally, new projects may be identified over the remainder of the term and staff will bring forward these updates for Council's information and endorsement.

Comments

There are three items that require action on the Recreation Committee's 2022 Goals and Objectives at this meeting.

- 1) Appoint a sub-committee for the “Fundraising Opportunities for Puslinch Community Centre Park Renovation and Upgrade, and Replacement of Lights and Upgrading of Washrooms at Old Morriston Park” Goal/Objective
- 2) Approve Schedule B - Advertisement Project Proposal to support “Public Engagement – Puslinch Event Spaces promotion of facility rentals” Committee Goal/Objective.
- 3) Approve the addition of “Improve reach of Puslinch Community Newsletter” as an addition to the 2022 Goals and Objectives. Staff will be bringing Report 2022-002 – Puslinch Community Newsletter Program Review at the February 15, 2022 Committee meeting recommending options for the future of the Puslinch Community Newsletter.

Goals and Objectives Status Update

Regular Reporting to Council on Recreation initiatives and progress	<ul style="list-style-type: none"> • Three reports will be provided to Council on the progress of recreation initiatives: • March 2022 – Committee Goals and Objectives • September 2022 – 2023 Committee Budget Request • November 2022 – End of Year Progress Report
Public Engagement – Puslinch Event Spaces promotion of facility rentals	<ul style="list-style-type: none"> • (Ongoing) Pending final approval of Council of the 2022 Budget, the Sub-Committee will work with staff to implement the facility advertisements.
Preparation of Recreation Advisory Committee Orientation Package to new members of Council and Committee	<ul style="list-style-type: none"> • (Ongoing) Sub-Committee to work with staff to develop orientation materials. • (Ongoing) Sub-Committee to present Committee with Training Package at May 17, 2022 Recreation Committee meeting.
Open Gym on PD Days	<ul style="list-style-type: none"> • (Ongoing) Committee to advise on the financial impacts of the proposed schedule when Township facilities are open after the pandemic.
Bang the Table	<ul style="list-style-type: none"> • (Completed) Sub-committee to bring proposals for review at the November 16, 2021 Recreation Committee meeting.

- (Ongoing) Pending final approval of Council of the 2022 Budget, the Sub-Committee will work with staff to implement the Bang the Table.
 - (Ongoing) Sub-committee to report results of engagement at September 20th, 2022 Recreation Committee Meeting.
- Parks Master Plan Update
- (Ongoing) Director of Public Works, Parks and Facilities is providing an update on the Parks Master Plan at each meeting.
- Fundraising Opportunities for Puslinch Community Centre Park Renovation and Upgrade and Replacement of Lights and Upgrading of Washrooms at Old Morriston Park
- Sub-committee to be established at the February 15, 2022 meeting. Final funds for this project are to be provided to the Township by December 1, 2023.

Financial Implications

A proposed Recreation Committee Budget will be established at this meeting for consideration by Council with the proposed 2022 Budget.

Attachments

Schedule A: Recreation Committee Goals and Objectives 2022

Schedule B: Advertisement Project Proposal

Schedule A - 2022 Recreation Committee- Goals and Objectives

Goal/Objective	Sub-Committee	Budget	Person(s) Responsible	2021-2022 Status/Timeline Update
Regular Reporting to Council on Recreation initiatives and progress	N	N	Secretary of the Committee to draft report based Committee approved reporting template	March 2021 and on-going
Review Recreation Committee Terms of Reference & Appoint Chair and Vice-Chair (every 2 years for a minimum of 2 years)	N	N	Terms of Reference; Chair and Vice-Chair to be appointed at January meeting	Completed
Public Engagement - Puslinch event spaces "Wellington Weddings"; promotion of facility rentals	Y Sub-committee: Daina Makinson, June Williams	Y	Establish Sub-Committee at Feb 2021 meeting; potential engagement/advertisement options: Township website, Bang the Table, Puslinch Pioneer, Puslinch Community News Letter; If private businesses/event spaces are advertised a Policy relating to this type advertising should be considered	Pending final approval of Council of the 2022 Budget, the Sub-Committee will work with staff to implement the facility advertisements.
Committee Training	N	Y	Secretary to look into training opportunities for the Committee	Completed
Preparation of Recreation Advisory Committee orientation package to new members of Council and Committee	Y Sub-Committee: Councillor Jessica Goyda, Vince Kilmkosz	N	Sub-Committee to be established; work with Secretary to develop orientation materials	Sub-committee to work with staff to bring draft training package to the May 17th, 2022 Recreation Committee meeting.

Drinking Fountain/ Water re-fill station	Y Sub-Committee: Vince Kilmkosz June Williams	Y	Sub-Committee to be established to identify potential grant/fundraising/donation funding	Completed
Open Gym on PD days	N	Y	Committee to advise on the financial impacts and the proposed schedule. To be included in a report back to Council when the facility is open to the public.	Report back to Council when Township facilities are able to open after the pandemic
Ball Diamond Netting	N	N		Completed
CIL reserve fund	N	N		Completed
Bang the Table	Y Sub-Committee: Councillor Jessica Goyda, Daina Makinson	N	Sub-Committee to be established to identify potential projects; Staff to create a proposal template for new projects including planning, budget, implementation, and reporting requirements.	Sub-committee to work with staff to implement 2022 Engage Puslinch Projects and bring a report with project results to the September 20, 2022 Recreation Committee Meeting.
Tennis Club Use Agreement	N	Y		Completed.
Parks Master Plan Update	N	N		Staff to provide a quarterly update to the Committee at each meeting.
Fundraising Opportunities for Puslinch Community Centre Park Renovation and Upgrade and Replacement of Lights and Upgrading of Washrooms at Old Morriston Park	Y	Y	Establish Sub-Committee to coordinate fundraising opportunities with community groups related to the Puslinch Community Centre Park Renovation and Upgrade and Replacement of Lights and Upgrading of Washrooms at Old Morriston Park	Sub-committee to be established at the February 15, 2022 meeting. Final funds for this project are to be provided to the Township by December 1, 2023.

Schedule B**Advertisement Project Proposal Form****Proposed Publications**

Guelph Today

Project Description and Budget Implications:**Community Hub Digital Marketing**

- A keyword-optimized Community Profile
- Featured presence in applicable Category and Channel Hubs - drive traffic to our facilities on the Township website
- Direct connection to interested customers through the Power Leads lead generation program - keywords utilized to reach our target market
- An optimized & promoted Spotlight article of approx. 400 words - Guelph Today helps promote our story on their social media. Spotlight profile remains on the GT website in perpetuity with the Community Hub
- 50,000 Inline Text Ad Units targeted on site promoting your Spotlight article and the fact that the business has been "featured on" our site
- Site rotator community display advertising (with a min. 10,000 monthly ad impressions) - 10,000 impressions a month will increase exposure of the Township and facilities
- Community Hub Cost \$2,400.00

Facilities to be Advertised:

- Puslinch Community Centre
- Optimist Recreation Centre (Ice Rink /Ice Pad/Gym)
- Baseball Diamonds
- Soccer Fields

Three targeted ads will promote bookings of our facilities at down times to maximize source of revenue stream.

- 1 ad for PCC to promote for Valentines day, Graduations, Conferences, Arts and Crafts shows
- 1 ad for GYM to promote bookings for fitness groups, both organized and independent
- 1 ad for rink pad to promote shows and festivals
- Each advertisement Cost \$500.00 (Total \$1,500.00)

Target Audience:

Young families, active seniors, sports teams, arts and crafts groups, independent fitness businesses

Project justification:

Guelph Today has extensive digital reach to assist the committee's goal to increase facilities bookings, particularly during down times ie. ice pad on Sundays in summer. The expectations of the multi-level Community Hub platform Community is the best option to maximize potential exposure to our target audience.

Please refer to pages 3, 5 and 6 in the Guelph Today proposal for detailed information on how GT will help us reach our target market and drive traffic to our website landing for our recreational facilities.

Community HUB program



TOWNSHIP OF

PUSLINCH

Based on our **initial meeting**...

Your program timeline:

**September 2021 to
September 2022**

Your targeted geographic areas:

Guelph and area

Optimal times for audience engagement:

Any day and time

Your target gender:



female



male

Your target age:



18-24

25-34

35-44

45-54

55-64

65+

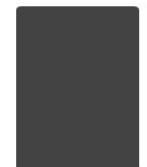
Your target platform:



desktop



mobile



tablet

Recommended category associations:

Government and Education channel
Municipal Services category

Campaign goals:

- **Increase in facilities awareness**
 - **Increase in facility events**
 - **Increase in new clients**

Notes:

Send monthly report



3,630,200

Monthly **Page Views**



30,300

Daily Email **Subscribers**



36,800

Social **Followers**



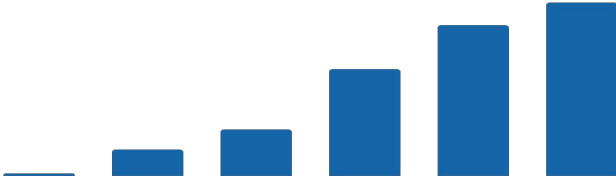
18-24 25-34 35-44 45-54 55-64 65+

Typical **laptop/desktop** visitors by age



18-24 25-34 35-44 45-54 55-64 65+

Typical **mobile** visitors by age



18-24 25-34 35-44 45-54 55-64 65+

Typical **tablet** visitors by age



31,300

Readers visit throughout the week,
using **laptop** or **desktop** devices



179,900

Readers visit throughout the week,
using **mobile** devices



19,900

Readers visit throughout the week,
using **tablets**

Welcome to the HUB!

Your custom business profile lies at the heart of an elaborate community network within our site. This profile acts as your landing page in our community hub.

We connect you to potential customers through a number of avenues and give you the ability to communicate directly via multiple channels.

We've taken the world wide web and filtered it down to the community level, making it easier to connect our readers to local businesses.

[Click Here](#) to view an example of a custom business profile!

TODAY MATTERS.ca

welcome, J.Doe

LocalNationalObitsClassifiedsFlyersHomesAutoJobsFoodFun


17.6°C

HOME > DIRECTORY

Township of Puslinch

Like10 readers like this business

CallSend EmailVisit Our WebsiteShare this profile:

TOWNSHIP OF
PUSLINCH

89 Listings

24 Contacts

6 Related Stories

Contact This Business

Your Name

Your Email Address

Your Phone Number (optional)

What are you looking for?

Send Message

Location

824 Gordon St
Guelph, ON
N1G 1Y7

Hours

7 Days A Week9am - 6pm

Helpful Links

Call

Visit Our Website

Visit Us On Facebook

Visit Us On LinkedIn

Send Email

Like This Business

Photo Gallery

A Product

A Service

Now Hiring

Job Title

We are currently looking for Home Delivery Drivers and Helpers to deliver materials and goods to our Customers. As a Home Delivery Driver, you will provide customers with a professional experience loading/unloading our products into their homes.

posted Nov 12, 2018 9:58AMRead more >

Job Title 2

We are currently looking for installers to help deliver materials and goods to our Customers. As an installer, you will provide customers with a professional experience installing our products into their homes.

posted Nov 12, 2018 9:58AMRead more >

SHOW MORE JOB LISTINGS >

Our People

Grant Lemieux

General Manager

Full Profile >

Michelle Marsh

Sales Manager

Full Profile >

Jimmy Jimmerson

Product Advisor

Full Profile >

Jennifer Mills - Warner

Product Advisor

Full Profile >

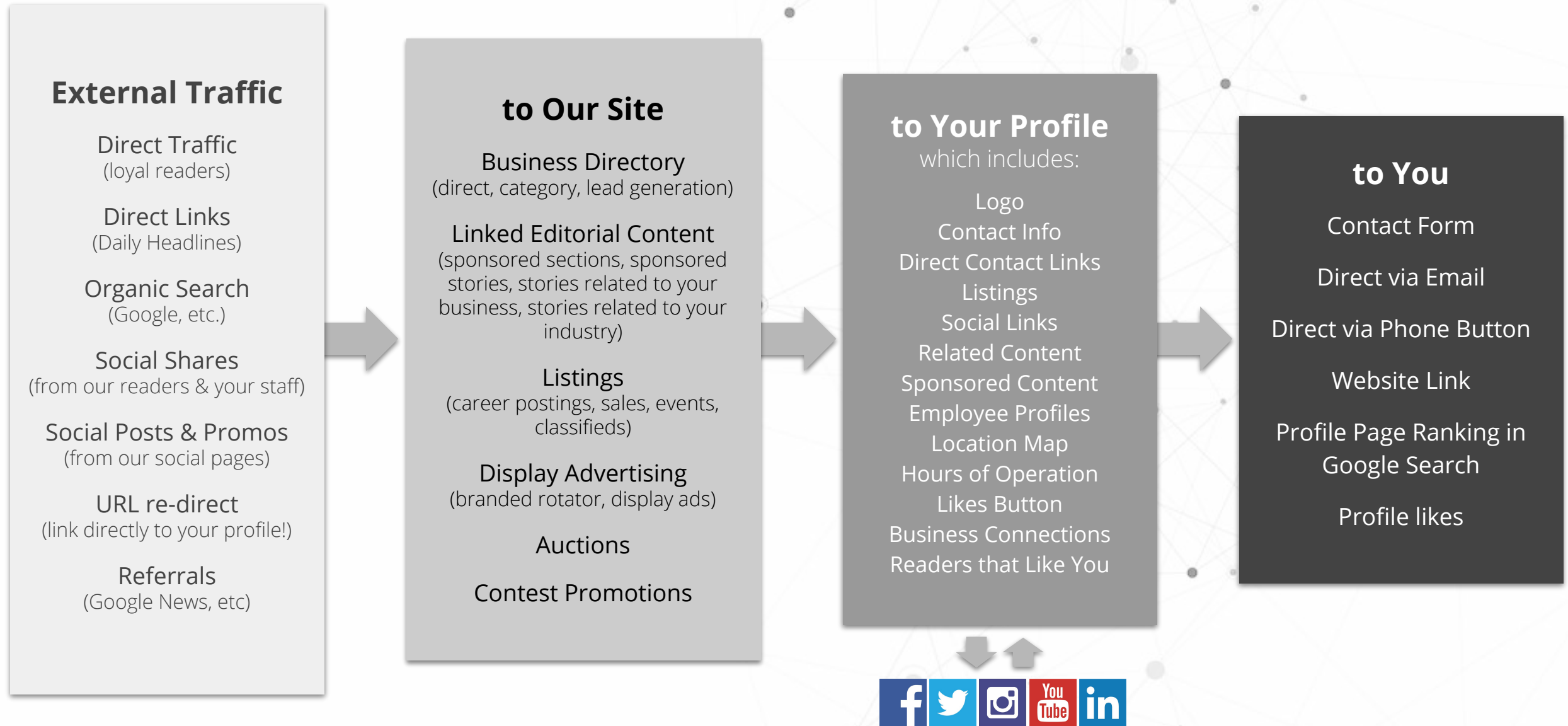
SHOW MORE CONTACTS >

Listings

A Product

A Service


The community **network**




Free community tools

Promote your listings


LOOK LOCAL: SALES, OFFERS & MORE




Save up to 30% on your Auto Insurance!




Great insurance rates on Snowmobiles, ATV's & Bikes!!




Free Expert Consultations For Any Landlord or Tenant During Coronavirus Crisis




Open for Business but Closed to the Public



Get \$200 in free ad credits and a GuelphToday Community HUB Profile




Wm. Green Roofing - Emergency Roof Repair Service




Family Meals Now Available

Highlight your employees


Our people [More contacts →](#)




Grant Lemieux
General Manager
[Full profile →](#)



Jiminy Cricket
Product Advisor
[Full profile →](#)



Michelle Marsh
Sales Manager
[Full profile →](#)



Jennifer Mills - Warner
Product Advisor
[Full profile →](#)

Manage your results

Your Community Hub Report

Select a date range: Mar 1, 2020 - Mar 31, 2020

Event Action	Unique Events
Real Estate Channel	12
Directory_Website	1
Directory_View	282
Directory_Social	1
Directory_Like_Onboarding	1
Directory_Email	2
Directory_Contact_View	30
Directory_Contact_Social	1
Directory_Call	2
Community Leaders Program Cha...	9
Classified_Listing_View	504
Classified_Listing_Link	5
Grand total	9,882

LEGEND

Your Listings
Classified_Listing_View - # of times your listings have been viewed.
Classified_Contact_Call - # of times someone called your phone number from a listing.
Classified_Contact_Email - # of times someone emailed you from a listing.
Classified_Contact_Social - # of times someone viewed a staff social media account.
Classified_Contact_Contact - # of times someone filled out a contact form on a listing.
Classified_Listing_Link - # of times someone clicked an outside link on one of your listings.

Your Business Profile / Directory Listing
Directory_View - # of times your business profile has been viewed.

Your Listings

- Questions about the Guelph real estate market during this uncertain time? - GuelphToday.com
- 230 METCALFE Street - GuelphToday.com
- 83 Hearn Ave Guelph- COMING SOON - GuelphToday.com
- 39 Rodney Boulevard - GuelphToday.com
- 113 OAKES Crescent - GuelphToday.com
- 21 HUNTERS Lane - GuelphToday.com
- 230 METCALFE Street- SOLD - GuelphToday.com

Your Articles	Unique Events
Local dog trainers combine to offer online dog training - GuelphToday.com	3,354
Preserving The Priory wasn't a priority - GuelphToday.com	2,257
Window walks helping maintain community in Guelph neighbourhoods ~...	1,365
Riding the rails into history - GuelphToday.com	1,280
Walk-By Galleries lets artists share some colour during gloomy days - Gu...	463
The ghosts of Guelph's first jail and gallows (14 photos) - GuelphToday.c...	52
Guelph's only synagogue is a spiritual centre for a diverse Jewish comm...	37

Your Job Postings No data **Total Events**


Tell your story

SPONSORED CONTENT
This content is made possible by our Sponsor, it is not written by and does not necessarily reflect the view of the editorial staff.

Local drug mart celebrates third generation of family ownership

Your article will be optimized to match the searching patterns of your target audience.

posted 9 minutes ago

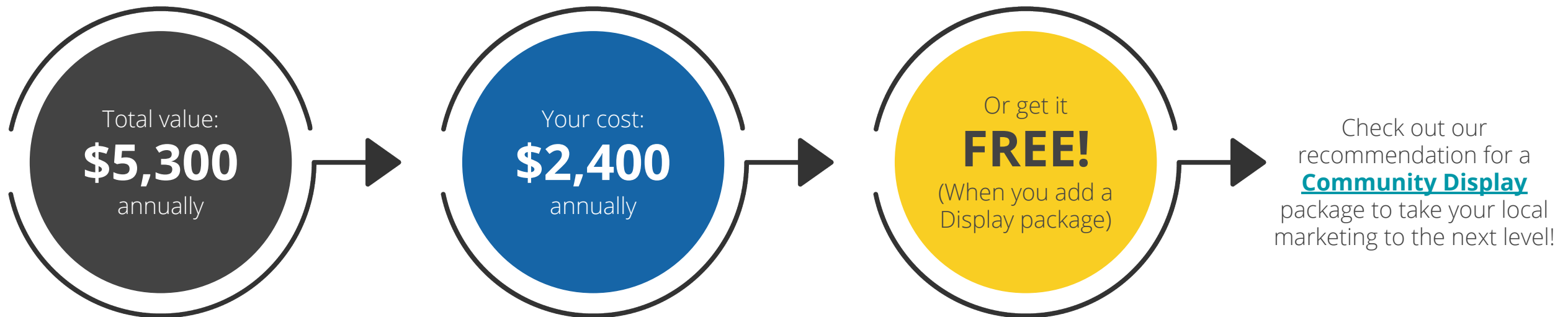


Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further to.

Grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

Your Community HUB **includes:**

- A keyword-optimized **Community Profile**
- Featured presence in applicable **Category** and **Channel Hubs**
- Direct connection to interested customers through the **Power Leads** lead generation program
- An optimized & promoted **Spotlight** article of approx. 400 words
- **50,000 Inline Text Ad Units** targeted on site promoting your Spotlight article and the fact that the business has been “featured on” our site
- **\$1,000 posting credit** for posting products, services, events, jobs and more
- **Site rotator community display advertising** (with a min. 10,000 monthly ad impressions)



Community **display** products

Our recommendations are **highlighted**

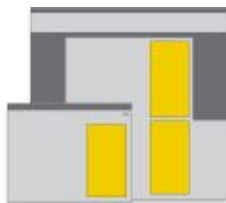
Page Takeover



(300x600 + wallpaper)
desktop
only

\$36 cpm

Tall Block



(300x600)
desktop & landscape
tablet

\$18 cpm

Big Box



(300x250)
desktop,
mobile & tablet

\$14.40 cpm

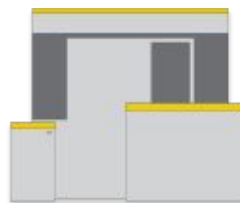
Site Rotator



(300x120)
shared rotation across
desktop & mobile

\$200/month

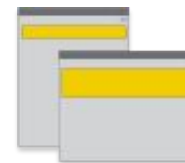
Alert Banner



(42 character max)
desktop,
mobile & tablet

See rep for details

Tablet Banner



(728x90/970x250)
tablet & some small
desktop screens

\$14.40 cpm

Sticky Footer



(300x100)
anchored to the bottom
on mobile devices

\$14.40 cpm

The Daily Email Newsletter



(delivered daily)
desktop
mobile & tablet

\$24 cpm

Video Advertising



(responsive)
desktop
mobile & tablet

\$25 cpm

Contest Sponsorship



(story + social)
all platforms +
Facebook

\$300 per contest

Spotlight



(responsive)
desktop
mobile & tablet

See rep for details

Survey



(responsive)
desktop
mobile & tablet

See rep for details

Inline Text Ad



(responsive)
desktop
mobile & tablet

See rep for details

Your program **summary**

Item	Rate	Special Instructions
HUB Program	\$5,300	
50,000 Tall Block display ads	\$900	Run of site
75,000 Big Box display ads	\$1,138	Run of site
15,000 Sticky Footer ads	\$216	Run of Site
Sub-Total	\$7,554	
Discount	\$3,654	
Your Total	\$3,900 (\$325 per month)*	*based on 12-month contract