

TOWN OF
TABER

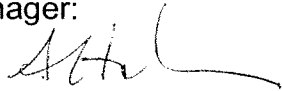
THE REGULAR MEETING OF THE RECREATION BOARD TO BE HELD IN THE COUNCIL CHAMBERS, ADMINISTRATION BUILDING, ON THURSDAY, May 5, 2011 AT 5:15 P.M.

	<u>MOTION</u>
<u>ITEM NO. CALL TO ORDER – Tim O'Donnell</u>	
<u>ITEM NO. 2. ADOPTION OF THE AGENDA</u>	X
<u>ITEM NO. 3. DELEGATIONS - NONE</u>	
<u>ITEM NO. 4. ADOPTION OF THE MINUTES</u>	
A) RFD – April 7, 2011	X
<u>ITEM NO. 5. BUSINESS ARISING FROM THE MINUTES</u>	
A) RFD – Sponsorship	X
<u>ITEM NO. 6. INFORMATION ITEMS</u>	
A) RFD – Southern Alberta Recreation	X
<u>ITEM NO. 7. ACTION ITEMS - NONE</u>	
<u>ITEM NO. 8. BOARD/STAFF REPORTS</u>	
A) RFD - Reports	
i) Leisure Services Manager, ii) Aquafun Centre, iii) Public Services	X
<u>ITEM NO. 9. RECOGNITION AWARDS</u>	
A) RFD – Recognition Awards	X
<u>ITEM NO. 10. OTHER BUSINESS</u>	
<u>ITEM NO. 11. MEDIA INQUIRIES</u>	
<u>ITEM NO. 12. CLOSE OF MEETING</u>	X



Agenda Item #4. A)

TOWN OF TABER
Recreation Board Request For Decision

Subject: Recreation Board Minutes	Date of May 5, 2011 Agenda:
Prepared By: Aline Holmen	
Attachments: Minutes	
Budget:	If Over Budget, what is alternate funding source?
Expense:	
Topic: Adoption of Minutes	
Background:	Minutes of the Regular Meeting of the Recreation Board held on Apr 7, 2011.
Options:	<ol style="list-style-type: none">1. That the Recreation Board adopts the Minutes of the Regular Meeting of the Recreation Board held on April 7, 2011, as presented.2. That the Recreation Board adopts the Minutes of the Regular Meeting of the Recreation Board held on April 7, 2011, as amended.
Recommendation: Option # 1	
Approval Date: Apr 28, 11	Leisure Services Manager: 

03/2011

April 7, 2011

MINUTES OF THE TABER RECREATION BOARD MEETING HELD IN THE
COUNCIL CHAMBERS, ADMINISTRATION BUILDING ON April 7, 2011 AT
5:15 PM

PRESENT: Councilor Rick Popadynetz
Councilor Randy Sparks
Councilor Ben Elfring (Arrived 5:17)
Danielle Hansen
Tim O'Donnell

ALSO PRESENT:
Aline Holmen, Leisure Services Manager
Marty Planger, Recording Secretary
Taber Times

ABSENT: Luke Wijna (Excused)
Jill Marshall (Excused)

CALL TO ORDER

Tim O'Donnell called the Regular Meeting of the Taber Recreation Board
to order at 5:15 pm

ADOPTION OF THE AGENDA

RES. 19/2011 MOVED by Councilor R. Sparks to accept the agenda as presented.
CARRIED UNANIMOUSLY

DELEGATIONS

Scott Vandenberg from the Taber Paintball Association was welcomed
by the Recreation Board. The Town and the Paintball Association are
presently working on a new five year lease agreement as the existing
lease expires June 30, 2011. Administration will be responsible for
ensuring the conditions of the lease are met.

Ben Elfring arrived at 5:17pm

S. Vandenberg presented their annual report to the Recreation Board
and explained that the club was at the mercy of the weather and as soon
as it was dry enough they would do their spring cleanup. Trailer for the
porta-potty is going to be delivered soon and the signage issue will be
rectified as soon as the weather permits. The Association was asked to
put signage reflecting rules up along the walkway close to the bridge. It

was thought this would be a good idea if that were to be approved by the MD of Taber. The Association expressed an interest in taking over the adjacent area between them and the MD Park. They were directed to speak with the MD and the lease could always be amended at a later date. The Recreation Board reiterated the desire for the Association to keep the area as natural and tidy as possible. It was acknowledged by the board that the area is tidier than previous years and that there seems to be less damage to the area. It was suggested that the Association should have the ability to close the range off due to flooding, safety, etc. This will help make the members aware.

The board thanks Scott for coming, wished the club well for the upcoming season and said they would continue to monitor the site.

RES. 20/2011 MOVED by Councilor R. Popadynetz that the Recreation Board accepts the Paintball report as presented.

CARRIED UNANIMOUSLY

ADOPTION OF THE MINUTES

1. Regular meeting – February 3, 2011

RES. 21/2011 MOVED by Councilor B. Elfring that the Recreation Board adopts the minutes of the Regular Meeting of the Recreation Board held on February 3, 2011, as presented.

CARRIED UNANIMOUSLY

BUSINESS ARISING FROM THE MINUTES

A) Recreation User Group Meeting

A. Holmen asked for discussion/feedback on the meeting held in March. The Board was pleased with the attendance, discussion, and feedback received from the people present. They were pleased that several of the suggestions made at the meeting have been met or addressed. Some of the board felt that if time permitted, maybe the board could meet with the users prior to making their budget recommendations and this may result in a more friendly partnership between the users and the board. A. Holmen reported that the Town currently meets with Ice Users in the spring and fall and Sportsfield users in the spring to review their seasons and concerns/suggestions they may have. The type of suggestions that were made at the larger user meeting is generally items that come up at the annual meetings.

A. Holmen reported that should the town proceed with 3 year budget plans that may allow for future planning by the user groups as there would be less of a surprise factor. The board felt this would be a great change.

There was a suggestion that the board be present at the annual Spring/Fall user group meetings so as to hear concerns and not be blindsided by the groups.

The board agreed that large meetings including all user groups should only occur when there is a drastic change effecting the user groups and not annually.

RES. 22/2011 MOVED by Councilor B. Elfring that the Recreation Board accepts the Recreation User Group update as presented.

B) Sponsorship

A. Holmen asked the board if they wished to make a recommendation to the Town Council as to whether or not they would like to pursue getting Sponsorship for the Town of Taber.

It was felt that the town needs to figure out what they want/need and pay only for the services required. It was brought up that the money should go to recreation and not straight to the town's bottom line, however A. Holmen said the consultant explained that by doing so it would tie the town's hands if they need to allocate the revenue elsewhere.

It was asked if administration has talked to other firms to compare quotes and it was explained that the other companies would not give quotes without first seeing what needed to be done and initial assessment. The Town would first need to decide what services they would want and proceed with quotes or RFP process which is our normal business practice.

Concerns were expressed that no sponsorship at all was currently in place or being looked. It was clarified by A. Holmen that sponsorship is already occurring within the Town by various existing positions/personnel, however very limited as to recent activity.

It was felt by some that if the town is not willing to invest in a full time person to work on this then they should not go down this avenue. The town may want to consider someone hired on a commission basis.

A suggestion was made that we are aware of our assets and could complete the process in house. A. Holmen mentioned that although we do know some of our assets that may not be all encompassing. We are not the experts and do not have a good sense of value and what might be attractive for potential sponsors. It was very clear in the presentation that this is not a task we will be successful with this task on our own. We

need to ensure that this be done properly to maximize sponsorship and to guard against the sponsors having control over operations

It was felt that the Town Council would not approve direction that was not specific or that had this large of a price tag as this firm reported.

RES. 23/2011 MOVED by Councilor R. Sparks that the Recreation Board would like Administration to pursue all other options available relating to sponsorship issue and bring back those options to the meeting in May.
CARRIED UNANIMOUSLY

INFORMATION ITEMS

A) Recreation ad hoc Committee

A. Holmen reported the MD of Taber and the Town of Taber councils have formed a committee to review Recreation facilities and shared services as it relates to the Recreation grant received annually by the MD of Taber. Terms of reference will be presented to Council at their next meeting. As a result Administration has been directed to perform a user survey to accurately report where the users of all Town facilities live. This will run from April 1-June 30, 11 for the pool with the other facilities encompassing the past season (i.e. Arena). Discussion occurred as to why this has come about and who the driving force was behind the user survey.

There was a concern brought forward that people were not being told why they were being asked for this information. A. Holmen explained that all organizations were receiving either a letter or email clearly explaining the purpose of the survey.

RES. 24/2011 MOVED by Councilor R. Popadynetz that the Recreation Board accepts the report on Recreation ad-hoc committee information as presented.

CARRIED UNANIMOUSLY

B) Gymnastics Request Update

A. Holmen reported that Council directed administration to meet with the Taber Gymnastics Fitness Club to discuss and explore other options the club may wish to pursue. One meeting has already occurred and the second will take place this coming Tuesday.

RES. 25/2011 MOVED by Councilor B. Elfring that the Recreation Board accepts the update on the Taber Gymnastics Fitness Club land request as presented.

CARRIED UNANIMOUSLY

BOARD/STAFF REPORTS

I. Reports

A. Holmen highlighted that the large ice season will be extended for the next three years to accommodate the Ver-Set hockey school starting at the end of July. She explained that there were many things to be considered prior to making this decision including the condenser upgrade, staffing costs, utility costs, etc. Administration is pleased they were able to facilitate this event. Now the task is to promote the rental of the open ice after the booking to September. Priority will go the Towns main users first and then it will be opened up to the rest of the public. The spring ice user meeting will be Apr 20th at which time the user groups have been asked to give their requests for the extension. Administration is still reviewing what hours the ice will be open and still manage the parks. The board expressed gratitude to Council and the administration for all their hard work in making this happen.

Barring weather KMMSC will be ready for rugby and high school by next week. There are some summer staff who have started for the season.

Question arose as to the status of the dirt pile at KMMSC and Aline was not sure and would find out for the next meeting. She did report that the benches and shrubs for the skate park are in and they are aiming to have them installed by April 30.

It was reported that the pool will be without a diving board until the replacement arrives. The old one was refinished 2x and remained slippery and was a safety risk.

RES. 26/2011 MOVED by Councilor D. Hansen that the Recreation Board accepts the monthly Board/Staff reports as presented.

CARRIED UNANIMOUSLY

Recognition Awards

II. Recognition Awards

Brandi Merritt will be included on the next agenda. The board was pleased with the number of submissions and their accomplishments.

RES. 27/2011 MOVED by Councilor R. Popadynetz that the Recreation Board recommends that the following team/individuals receive Recognition Awards:

- A) Gold Medal – Barnwell Lady Trojans – Basketball 2J 2011 Zone Championships
- B) Gold Medal – Lee Jensen – 2011 Canadian Drug Free Single Event Canadian Championships – Teen 16-17 Squat 330 lbs
3. Gold Medal – Lee Jensen – 2011 Canadian Drug Free Single Event Canadian Championships – Teen 16-17 Bench Press 209 lbs
4. Gold Medal – Lee Jensen – 2011 Canadian Drug Free Single Event Canadian Championships – Teen 16-17 Deadlift 396 lbs
5. Gold Medal – Clay Sparks – 2011 Canadian Drug Free Single Event Canadian Championships – Teen 16-17 Squat 473 lbs **(Canadian & World Record)**
6. Gold Medal – Clay Sparks – 2011 Canadian Drug Free Single Event Canadian Championships – Teen 16-17 Bench 303 lbs **(Canadian & World Record)**
7. Gold Medal – Clay Sparks – 2011 Canadian Drug Free Single Event Canadian Championships – Teen 16-17 Deadlift 473 lbs **(Canadian & World Record)**
8. Gold Medal – Brad Olsen – 2011 Canadian Drug Free Single Event Canadian Championships – Open Squat 451 **(Canadian Record)**
9. Gold Medal – Brad Olsen – 2011 Canadian Drug Free Single Event Canadian Championships – Open Bench Press 324 lbs **(Canadian Record)**
10. Gold Medal – Brad Olsen – 2011 Canadian Drug Free Single Event Canadian Championships – Open Deadlift 573 lbs **(Canadian Record)**
11. Gold Medal – Brad Wilson – 2011 Canadian Drug Free Single Event Canadian Championships – Junior 20-23 Squat 418 lbs
12. Gold Medal – Brad Wilson – 2011 Canadian Drug Free Single Event Canadian Championships – Junior 20-23 Deadlift 551 lbs **(Canadian & World Record)**
13. Gold Medal – Lisa Jensen – 2011 Canadian Drug Free Single Event Canadian Championships – Masters Deadlift 275 lbs **(Canadian & World Record)**
14. Gold Medal – Randy Sparks – 2011 Canadian Drug Free Single Event Canadian Championships – Masters Squat 618 lbs
15. Gold Medal – Randy Sparks – 2011 Canadian Drug Free Single Event Canadian Championships – Masters Bench Press 353 lbs **(Canadian & World Record)**
16. Bronze Medal – Brandon Armstrong – 3A Boys ASAA 2010/11 Provincial Wrestling Championships

CARRIED UNANIMOUSLY

OTHER BUSINESS

A. Holmen announced that the Town will provide the Recreation Board members with a Town email address and the agenda will be sent via email in the future. If desired, a hard copy will be supplied at the meeting. The board will be informed when the change is to occur.

MEDIA INQUIRIES

None

CLOSE OF MEETING

RES. 28/2011 MOVED by Councilor R. Sparks that this Regular Meeting of the
Taber Recreation Board do now close.

CARRIED UNANIMOUSLY AT 6:59 PM



CHAIRMAN

TOWN OF TABER
Recreation Board Request For Decision

Subject: Sponsorship	Date of May 5, 2011
	Agenda:
Prepared By: Aline Holmen	
Attachments:	
Budget:	If Over Budget, what is alternate funding source?
Expense:	
Topic: Sponsorship options	
Background:	<p>Options for consider regarding fundraising include:</p> <ol style="list-style-type: none"> 1. Develop one policy and procedure in 2011 addressing sponsorship and determine next steps then allocate funds in the 2012 budget process. 2. Proceed with limited solicitation of sponsorship in-house utilizing current resources and limited expertise. Do not pursue a sponsorship consultant in 2011 as we do not have funds allocated in the 2011 budget. 3. Select an experienced consultant through a competitive process in accordance with the Towns purchasing policy. This RFP (Request for Proposal) will be structured to invite consultants in the field to submit their proposals on their method of addressing sponsorship and to allow the town the option of selecting components of those proposals to suit our needs and budget. <p>In response to the enquiry made at the last Recreation Board meeting see the attached list of some of the prior sponsorship arrangements or partnerships that have occurred in recent years. We are currently looking into sponsorship options for the Canada Day Movie event as well as the Cornfest Fun Run.</p> <p>Although the Recreation Board has asked on several occasions to view the details of the sponsorship proposals received last fall relating to signage and naming rights, the Public Services Director, Rob Cressman has chosen not to share the details provided by the proponents in their proposals as the proposals were provided in good faith by the proponent and on the condition of confidentiality. Sharing the proposal details could provide competitors with information that could work against the original proponent. We have chosen not to proceed with acceptance of any of the proposals as without a process/policy in place it may hurt our ability to optimize/maximize our sponsorship/donations funds as was also expressed by the consultant.</p> <p>Based on the three options above we request the Recreation Board consider recommendations to council regarding sponsorship.</p> <p>Also attached are some commentaries or articles relating to sponsorship you might find interesting.</p>

Options:

1. The Recreation Board accepts the Sponsorship report as presented.
2. The Recreation Board recommends Council develop one policy and procedure in 2011 addressing sponsorship and determine next steps during the 2012 budget process.
3. The Recreation Board recommends Council direct Administration to continue with the current process of attaining sponsorship in-house utilizing current resources and limited expertise.
4. The Recreation Board recommends Council select an experienced consultant through a competitive RFP process in accordance with the Towns purchasing policy, structured in a way to invite consultants in the field to submit their proposals and allowing the option of selecting components of those proposals.

Recommendation: Any combination of options listed above.

Approval Date:
April 28, 2011

Leisure Services Manager:



Sponsorship/Partnerships that have occurred:

1. Beverage Agreements (in place for 15-20 years)
2. Arena Boards/Glass sponsorship – TMHA (in place for 20+ years)
3. Large ice arena scoreclock – CUPE
4. LG ice resurfacers – ATCO Gas (expired)
5. Public Skating – Kinsmen Friday nights (4 years)
6. Parks – various incl. Kinsmen/Lions
7. Sportsfields – KMMSC development (donation/in kind)
8. Sportsfields – KMMSC playground – Kinsmen
9. Sportsfields – KMMSC lighting, change room/concession – Football
10. Sportsfields – KMMSC – Lon Ferguson Diamond
11. Aquafun Centre – Aquatic stairs – Lions Club
12. Aquafun Centre – exterior bench - donation
13. Aquafun Centre – Aquatic lift – Kiwanis Club
14. Cemetery Columbarium – Southland Funeral Chapel
15. Walking Trail – Rest areas – Kiwanis & Rotary Clubs
16. Skateboard Park – development (donation/in kind)
17. Tennis courts/track/ball diamonds – donations legacy Summer Games

2005

Tuesday February 22, 2011

I don't know how many times I have run across this issue. More often than not, it is when there is a selling broker involved, but it also sometimes occurs when the property is selling for itself. The most recent occurrence was just a few weeks ago.

Our client, a brand, was being pitched a proposal for a substantial amount. The issue was that the sponsorship property sellers did not know their assets. When we inquired about additional assets (specific to the property that we were aware of), the property representative was not aware of them. This rep was not green. She was not new to the property. And this was not rocket science. It was just a plain failure to understand her property to the fullest extent. Needless to say, we sent her back to the drawing board and suggested that she learn her inventory of assets.

If you, as a property, do not know your sponsorship property inside and out-every detail and option-you are not doing your job well when you are out selling. It is critical you know everything that you can, or in some cases cannot, sell. You need an inventory control system to ensure that you do not sell 20 hole sponsorships for a golf tournament. You need to understand that you can add another rink board to the deal or that, yes, your CEO will deliver a motivational talk at the brand's sales conference as part of the deal. It is critical you know that your data base is confidential because it consists entirely of children under 18 and the sponsor cannot reach them directly...or that they can. You need to know that the program the sponsor is discussing at your event cannot be revised-that it must run the way it does...or that it can be adjusted.

When property representatives do not know these details, they cannot represent the property well. Money will be left behind or lost altogether. It is critical that every property has a comprehensive listing of all its saleable assets. Without a record or inventory, a sponsorship property is at a loss. They are behind the eight ball since they are unsure of their assets and must delay the negotiation. We conducted an inventory identification and valuation for a CFL team that had a list of 75 assets to sell "in their inventory." When we completed our work, they had over 400 identified and saleable assets. They were able to move from under \$1.2 million in sponsorship revenue to presently generating over \$3 million. A child-focused charity client of ours grew from \$50,000 to over \$200,000 in annual sponsorship revenue once they were able to identify what they actually had to sell. It is like anything else in sales.

If you don't know what you have or what you can procure, you will not maximize revenue. And in the case of sponsorship and sport marketing, you will fail to maximize the opportunities and ROI for your brand sponsors.

If you want to be a successful sponsorship property and maximize revenues, determine what you have to sell before you hit the street. This goes both for properties that sell for themselves as well as those that hire sponsorship agencies and brokers to do their selling.

THIS WEEK'S COMMENTARY

Tuesday March 29, 2011

In the last few months, there has been a flurry of naming rights and rights acquisition agreements. Some have been good news, some not so good. Some have been big stories, others not so big, but important all the same.

It is interesting to examine how they happen and the repercussions that follow. In the *Globe and Mail* last month, there was an article by Robert Everett Green on Country Style Donuts' sponsorship of "Country Album of the Year" at the JUNOs. There is no need to buy title when you can get it with a presenting level investment. But what comes next? Rob suggests perhaps Roots Canada presenting the "Roots and Traditional Album of the Year" or Air Canada Jazz presenting the "Jazz Album of the Year." And is there talk of Hallmark Canada presenting Drake's "Thank Me Later" album or Chromoe's "Business Casual" being presented by Tip Top Tailors?

Then there is other side of naming rights. The town of Amherstburg, Ontario is still feeling the backlash and huge public (national and local) outcry about the city and partners selling naming rights and signage on a street and a score clock at the new recreation complex to a pedophile. Try dealing with that publicity, especially when you have already taken the money. I bet someone wishes there had been a sponsorship lawyer involved before the agreement was signed rather than after!

These are two very different situations. The first is creative licence and great leverage of applicable opportunities. Congratulations to those with creative minds who make such programs and opportunities work. Let's hope Country Style's target demo is country music lovers and not slick urban hip-hop types. If not, the investment is wasted no matter how aligned it may be with brand recognition. If it does not appeal to the target audience, it is a bad sponsorship.

With regard to the pedophile, properties must do due diligence. As I have said in the past, properties must look beyond the cash. They must confirm that this is someone with whom they want to be associated. Cancer organizations have clearly shunned money from tobacco companies. Many third world children's development agencies have said no to companies that use child labour. These people take a stand. Then there are mistakes such as the Susan J. Koleman Breast Cancer Foundation's acceptance of millions from KFC for the promotion of "pink buckets of fried chicken." But at the same time, UNICEF accepted money from Cadbury in exchange for brand usage.

You need to know "who you are claiming into bed with" and understand the circumstances. Once there, you must support the relationship. You must get married and move forward. So be sure. Most marry for love and not for money. Those are the relationships that last and have the support of others. When one marries for money, or does a deal for the dollars alone, the bad images, skeletons and bad publicity are likely to follow. Do your deals for the right reason or don't do them at all.

THIS WEEK'S COMMENTARY

Tuesday March 22, 2011

Late last year, there was a great article by Adam Aptowitzer in Canadian Fundraiser and Philanthropy. Adam spoke at our Western Sponsorship Congress last year and is a regular contributor to Canadian Fundraiser and Philanthropy, a bi-weekly publication for those involved in fund development, philanthropy or sponsorship in the charitable and member-based organization sector. The article entitled "The Tax Aspects of Corporate Sponsorships" clearly illustrated the difference between sponsorship and philanthropy from a tax perspective. The key is to understand the difference between a tax receipt for a donation and the ability to write off an investment as an operating cost-a marketing expense.

There is a difference and it needs to be clear. As Adam notes, "The key to evaluating a sponsorship is to understand the business value returned to the donor. As this value is generally created by advertising, it presupposes that the sponsorship is acknowledged in a way which goes beyond simple recognition of a gift and the 'donor' actually receives marketing value for the gift." He goes on to show how such differences can alert the CRA and lead to a review of a charity for allocating the wrong "tax benefit" and outcomes. The question then becomes one of value. How do you know the value of the exposure that a sponsor is receiving versus the value of the "donation?"

Adam claims that "valuing something as intangible as advertising requires professional help and there are those in the field who have developed methods for valuing such things as a banner, a print ad, or a website ad. (It would be prudent to use an expert in these matters given the potential consequences of an inaccurate valuation and the CRA's own concern with a valuator's qualifications). The CRA recommends using an independent valuator when the estimated value is greater than \$1,000."

In my world, this is becoming more and more evident. Those not in the charitable sector (pro and amateur sport, municipalities, member associations) seem to be getting this reality a lot more quickly. For the most part, they understand that they are selling exposure, access and assets, and those all have values. On the charitable side, the understanding is coming more slowly, but it is coming. As a firm that delivers such audits and valuations, we are beginning to see more and more charities that understand the need for this valuation to ensure CRA compliance. The charities that value their charitable designation are clearly moving toward engagement of valuation of sponsorable assets. Without this, they could lose their charitable status or be fined for failure to designate marketing exposure outside of philanthropic giving. All charities need to undertake this process and we are clearly seeing both large and small organizations engage for such work. Be it a small local charity with a gala or a major national charity with multiple market walks or runs, ensuring that they know the difference between what they are selling and what is philanthropy is essential. And they need to know what it is worth. The days of "double dipping" are over!

RECENT ANNOUNCEMENT

CITY OF OTTAWA EYES SPONSORSHIP POSSIBILITIES


The City of Ottawa is for sale - or at least its signs, walls, publications and websites are. Joanne Chianello reported yesterday in the Ottawa Citizen that city council's finance and economic development committee Tuesday approved a five-year marketing plan that identifies a potential \$12.7 million in additional advertising revenue the city could raise from selling everything from the rights to name a municipally owned building to sponsoring a transit station. The naming rights for one building would raise \$575,000 a year. But if a building is already named after someone (such as the Walter Baker Centre), a lesser "facility sponsorship" would be available for purchase, raising as much as \$100,000 a year.

The interiors of facilities would be available for sponsorships as well - think of the arena or pool in the Ray Friel centre - raising an additional \$287,000 annually. Or perhaps a company might want to be the exclusive advertiser at a specific transit station for two weeks, which the city estimates will generate \$200,000. It has the same financial goal for advertising in the city's publications and parking operations. The city already raises about \$5 million annually from sponsorship and advertising agreements, but a recent report estimates that, based on the number of the city's facilities and the range of programs it operates, the city should be able to raise an extra \$3.4 million a year by 2014 "without detracting from service delivery and messaging to the community."

Councillor. Mark Taylor said the city really has no other choice. "There was a time when the tax base could support everything that folks were looking for," he said. "That day has come and gone, and now we have to make sure we're capitalizing on every other opportunity."

City staff identified 16 venues that could be marketed for naming rights, including the Kanata Leisure Centre, Pinecrest Complex and the Nepean Sportsplex. Knoxdale-Merivale Councillor Keith Egli said he was uncomfortable with that latter possibility, as he was worried that the residents in his ward would not want to lose - or, more accurately, sell - the community name "Nepean" on their sports centre. But city staff assured councillors that all naming and sponsorship deals would have to come before committee and council for approval before being finalized. The plan must be approved by full council before it goes ahead.

TOWN OF TABER
Recreation Board Request For Decision

Subject: Southern Alberta Recreation Association	Date of May 5, 2011 Agenda:
Prepared By: Aline Holmen	
Attachments: SARA Minutes	
Budget:	If Over Budget, what is alternate funding source?
Expense:	
Topic:	
Background:	Attached for the Recreation Boards review are the minutes of the March 1, 2011 SARA (Southern Alberta Recreation Association) meeting.
Options:	1. The Recreation Board accepts the Southern Alberta Recreation Association minutes as presented.
Recommendation:	
The Recreation Board accepts the Southern Alberta Recreation Association minutes as presented.	
Approval Date: May2, 2011	Leisure Services Manager: 

SOUTHERN ALBERTA RECREATION ASSOCIATION

Medicine Hat Family Leisure Centre

Monday, March 1st, 2011

PRESENT: Natalie Sauer, Mavis Martin, Greg Burt, Kinsey Holt, Darla Stensrud
Chad Glasser, Beth Landowski

ABSENT: MD of Willow Creek, Cam Mertz, Mitch Ball, Darrell Joy, Doug Henderson, Aline Holmen, Carol Thibert, Bonnie Ellis,

1.0 General Update

1.1 Call to Order

Chairperson M. Martin called the meeting to order at 1:12 pm.

1.2 Additions to Agenda – none

1.3 Adoption of Agenda

MOTION BY G. Burt to receive the agenda as presented. Seconded by B. Landowski. Carried.

1.4 Adoption of Minutes

MOTION by Kinsey Holt to adopt the minutes of September 15th, 2010. G. Burt seconded. Carried.

2.0 Reports

2.1 Chairperson

M. Martin thanked all those for attending the meeting. Mavis reported that she was very pleased with the meetings that she has attended with the City of Medicine Hat in regards to the 2011 Southern Alberta Summer Games. She stated the organizational committees seem to have everything under control. The Town of Redcliff will be helping with some of the extracurricular activities and Mavis is excited to see all of the new Cultural Events Medicine Hat will have to offer.

Mavis also added in her report the Community of Redcliff will be hosting a “pool party” with movies and games in conjunction with the City of Medicine Hat’s planned events.

2.2 Treasurer

N. Sauer presented the following financial information:

2.2.1 Financial Report

Cash on hand	\$42,234.33
GIC	26,510.01
Sport Strategy	2,154.03

MOTION by N. Sauer to approve the financial statements dated January, 2011 as presented. B. Landowski seconded. Carried.

MOTION by M. Martin to offer the host communities an additional \$2,000.00, an increase from \$10,000.00 - \$12,000.00 for the 2011/12 Southern Alberta Summer Games. This motion is to be reviewed in September of 2012. G. Burt seconded.

Carried.

2.3 Summer Games

2.3.1 Bid Packages for 2013 and 2014 Games – Update

M.Martin will contact C. Thibert re: letters to Communities for the 2013 and 2014 Southern Alberta Summer Games.

2.3.2 RAMP Registration Program Update

N.Sauer reviewed the changes that would appear on the City of Medicine Hat SARA website. There will be a registration form available for individual athletes to print off at home and drop off with the Regional Directors. The athletes must make contact with the Regional Directors at some point – forms must be handed in with the funds. Each County will have its own form and cost – the deadline information and dollar amounts will have to be forward to the Medicine Hat office as soon as the regional directors can.

An additional feature to the website is a volunteer sign up form. Time of day they can volunteer. Whether they will walk or need a ride to the event and what type of event the volunteer would like to assist with, is something that will be on the City of Medicine Hats website.

N. Sauer assistances have worked on the RAMP Registration Program Update – a couple of suggestions were presented and they agreed to review the suggestions before the Regional Directors Meeting on May 3rd, 2011.

2.3.3 2011 Host Community – Update

N.Sauer presented the budget, the scheduled events and the deletion of the following proposed SASG sport activities to the SARA members present. Events scratched from the original list are: small bore rifle, football, and kayaking.

2.3.4 2012 Host Community Report

K. Holt informed the SARA board not all sports have been confirmed for the 2012 Southern Alberta Summer Games. The community of Raymond will have its first Chair meeting in March 2011. K. Holt mentioned some concerns about the Soccer and Rugby events; she will be presenting these concerns to Raymond's Town Council. N. Sauer will give K. Holt a DVD to promote the SASG.

2.4 Alberta Sport, Recreation, Parks and Wildlife Foundation – No Report

2.5 SARA Apparel

A few apparel magazine were distributed for the members to look through for the 2011 SASG. An apparel color was not chosen by members present.

MOTION by G. Burt to provide SARA members with \$100.00 clothing allowance towards the purchase of apparel for the 2011 Southern Alberta Summer Games.

K.Holt seconded. Carried.

3.0 Elections

- 3.1 Chairperson - M. Martin
- 3.2 Vice-Chairperson – B. Ellis
- 3.3 Treasurer – N. Sauer
- 3.4 Secretary – A. Holmen

MOTION by G. Burt to extend the term of the existing SARA Executive until the AGM meeting of 2012. B.Landowski seconded. Carried.

4.0 Date and Locations of Next Meeting

May 2nd, 2011 at 10:00 am at the Medicine Hat Family Leisure Centre.

5.0 Future Agenda Items

6.0 Adjournment

Meeting was adjourned at 4:00 pm.

Supper

Time out session and meeting with Directors to follow at 6:00 pm

**SOUTHERN ALBERTA SUMMER GAMES
2011 CITY OF MEDICINE HAT TIME OUT SESSION
6:30 PM @ FAMILY LEISURE CENTRE**

Chairperson Mr. Henderson introduce all of the committee members that were able to attend the time out sessions. The committee consists of very vibrant and exciting individuals that seem to have everything under control.

From signage, to exciting cultural additions, to the motto of B.B.B. (Beg/Borrow and then Buy) the City of Medicine Hat seem very prepared for the 2011 Southern Alberta Summer Games.

The time out session was full of life, laughter and anticipation for a fantastic 4 days of fun in the sun. Medicine Hat is the sunniest city in the south isn't it?

All of the committee members seem to be satisfied with the status of their individual events and look forward to the challenges that lay head of them.


An exciting new phrase presented to the SARA members that we will likely see a lot of during our 4 days in Medicine Hat is "If you can't go to Culture, Culture will come to you" There will be many different "Random Acts of Culture".

From "Opening Ceremonies" to the "Closing" we look forward to the 2011 Southern Alberta Summer Games.



Agenda Item No. 8. A)

TOWN OF TABER
RECREATION BOARD REQUEST FOR DECISION

Subject: Board/Staff Reports		Date of May 5, 2011	
		Agenda:	
Prepared By: Aline Holmen			
Attachments: Reports			
Topic: Department Updates			
Background:	Attached are the monthly Board/Staff reports.		
Options:	1. The Recreation Board accepts the monthly Board/Staff reports as presented.		
Recommendation:		Option # 1 - The Recreation Board accepts the monthly Board/Staff reports as presented.	
Approval Date:	April 28, 11	Leisure Services Manager:	

LEISURE SERVICES

April, 2011

Aquatics

- Continue with upgrading procedures, staff training & Health and Safety plan. Inspections and Hazard Id/control measures ongoing.
- Sent four staff members to the Hazard ID/Control and Formal Inspection training.
- Recruitment completed for the Pool Operator position and the Lifeguard I casual position. Training has been completed for both positions.
- Review of staffing requirements for summer months completed.
- Communications with AHS continued to review proposed new Operational Standards for Swimming Pools with Alberta Health Services and how the legislation may affect our facility.
- Attended a Leadership training workshop in Lethbridge on April 5 & 6th hosted by Alberta Parks and Recreation Association.
- Recruitment completed for a recreation cashier casual position. Training has begun.
- Completed swim lesson schedule for May lessons and summer lessons, as well as Swim Club scheduling for the season.
- Reviewing pool operator certification training opportunities and scheduled staff as required participating in that training.
- Beginning April 1 staff will track participant usage for all facilities in regards to where our patrons reside.
- Assisting with other committee members the development of the new website and Facebook page for the Town of Taber.

Leisure

- Investigating sponsorship options for the Recreation Board and Council
- Planning underway for upcoming Rick Hansen Man in Motion 25th Anniversary Event. Attended the regional meeting with Regional rep in Lethbridge April 14th.
- Begun preparation for the summer 2011 Leisure Guide.
- Recruitment completed for Summer Programs Leaders and Assistant positions. Preparing for start up of those positions on May 2, 2011.
- Assisting Southern Alberta Recreation Association in greater capacity for Summer Games 2011 to be held in Medicine Hat.
- Will be attending the Regional Director meeting in Medicine Hat on May 3, 2011 for Summer Games.
- Attended the Southern Alberta Safety Council meeting in Lethbridge on April 27, 2011.
- Ice User group annual spring meeting being held April 19, 2011. August and Sept. ice schedules to be completed in the near future.
- Preparing for summer user schedules. User group meeting for Sportsfields was held March 23, 2011. Sportsfield user schedule to be distributed this week.
- Conducting study regarding where all users for all facilities reside as per the ad hoc committee request.
- Agreement in place to host the Ver-Set Hockey School for the next three years. Details to be finalized with group this week through regular booking process. Additional ice time to be promoted through various means.
- Attended the Southern Alberta Safety Council meeting in Lethbridge on April 27, 2011.
- Developing a Facebook page for the Town of Taber

Aquafun Centre Report
March, 2011

- Review, maintenance and modifications to health and safety program ongoing.
- Pool Operator and Lifeguard I positions filled and training completed.
- Aquafun cashier recruited and training now underway.
- New diving board has arrived and has been installed.
- April staff training focused on general training and discussion items. May will focus on Evacuation Procedures.
- Registration underway for May mini-session of swim lessons.
- 4 private rentals occurred in April.
- 6 participants registered for the National Lifeguard course held over Easter break.
- Planning completed for Summer swim lesson schedule.

Recreation Facilities Manager – Department Report

Civic Centre

- Regular operation and bookings ongoing in both Auditorium and Arena's
- Review of Safe Work practices and procedures ongoing
- Arena Shut down completed
- Spring renovation items begun. (Aud floor refinishing, painting)
- Capital project tenders awarded (condenser), site meeting completed. Unit has been ordered and work scheduled
- Planning and meetings with Ver-Set Hockey Skills camp ongoing
- Planning and prep items for WR Meyers Grad begun

Parks

- Spring/Summer season maintenance program plans begun
- Turf management program being reviewed
- Regular maintenance checks ongoing
- Review of Safe Work practices and procedures ongoing
- Pre-season machinery maintenance items completed
- Capital project planning and purchasing started
- Summer hiring process completed. Safety orientations with new staff completed
- Ordering of furnishings and equipment begun
- Summer staff orientation program under review

Sportsfields

- Spring/Summer season maintenance program plans begun
- Regular maintenance checks ongoing
- Review of Safe Work practices and procedures ongoing
- Turf management program being reviewed
- Pre-season machinery maintenance items being addressed
- Summer hiring process completed. Safety orientations with new staff completed
- Ordering of furnishings and equipment begun
- Summer staff orientation program under review

Cemetery

- Spring/Summer season maintenance program plans begun

- Pre-season machinery maintenance items being addressed
- Regular maintenance checks ongoing
- Specific site care requests being scheduled for spring 2011
- Review of Safe Work practices and procedures ongoing
- Summer hiring process completed. Safety orientations with new staff completed
- Summer staff orientation program under review



Agenda Item # 9. A)

TOWN OF TABER
Recreation Board Request For Decision

Subject: Recognition Awards	Date of May 5, 2011 Agenda:
Prepared By: Aline Holmen – Leisure Services Manager	
Attachments:	
Budget:	If Over Budget, what is alternate funding source?
Expense:	
Topic: Recognition Awards	
Background:	The following are recommended for performance recognition: <ol style="list-style-type: none">1. Bronze Medal – Brandi Merritt – 2011 ITF World Championship Individual Specialty Breaking2. Bronze Medal – Brandi Merritt – 2011 ITF World Championship Team Specialty Breaking3. Bronze Medal – Brandi Merritt – 2011 ITF World Championship Team Sparring
Options:	<ol style="list-style-type: none">1. The Recreation Board recommends that the above team/individuals receive Recognition Awards:2. The Recreation Board recommends that the following teams/individuals be included for Recognition Awards along with the above mentioned (insert here):
Recommendation: Option # 1	
Approval Date: Apr 28, 2011	Leisure Services Manager: 