

RECREATION, CULTURE & WELLNESS MONTHLY REPORT**FALL 2019****DEPARTMENT OVERVIEW & STATISTICS****PROJECTS****1) Meridian Community Centre – Fall 2019**

Highlights from the MCC:

- Beginning September 8th, Staff began tracking the attendance at the MCC through sensors located at the main doors. 13,504 persons entered the MCC between September 8th and 30th. October saw 21,959 and November, 34,689, which is a total of 70,152 persons over a 3 month period.
- Operator and Attendant training has been held on a continuous basis this Fall to enhance staff's knowledge and skills.
- Niagara College Recreation Therapy class came for a tour of the facility focusing on the accessibility aspects of the architectural design and recreational programs. The tour went very well with positive comments from both students and instructors. Also this fall, a staff member visited a kindergarten class at Glynn A. Green public school to discuss ice making, hockey and arena operators. The teacher and class enjoyed their time learning about these topics.

1) Recreation Programs:**Programs**

All programs are continuing to run with good success and the walking track is getting very good use. Morning basketball and badminton drop ins have been added by request.

A Halloween themed dance social was held on October 26th. Approximately 40 people were in attendance.

On the cold side:

The MCC hosted the GOJHL Showcase at the beginning of September and the first of 3 Silver sticks at the end of November. Unfortunately, due to a power outage the finals will have to be rescheduled to a later date. It is tentatively scheduled for Friday, December 13th.

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All things Senior:

The Pelham Seniors Advisory Committee hosted it's second Seniors Fair on October 1st. A keynote speaker, William Thomas, was a nice addition this year. Staff estimated that 275 people attended.

The Alzheimer's Society attended on October 22nd and presented a session on "Healthy Brains". Lots of very good information was passed along.

The Seniors Active Living Lounge now has over 30 members. The first men's breakfast and ladies socials were held in November. These are just a couple of the monthly activities planned.

Youth Programs

The Town of Pelham has partnered with Tiger Athletics to offer an Introduction to Cheerleading program this fall. This 10-week program available on Saturday mornings offers children to the opportunity to learn the basics of cheer from a credentialed and certified teacher in a positive learning environment. This has been a success with 8 children registered hearing great feedback from parents. This program has successfully run once in the past, with hopes to continue this partnership in the future, after this session concludes December 14, 2019.

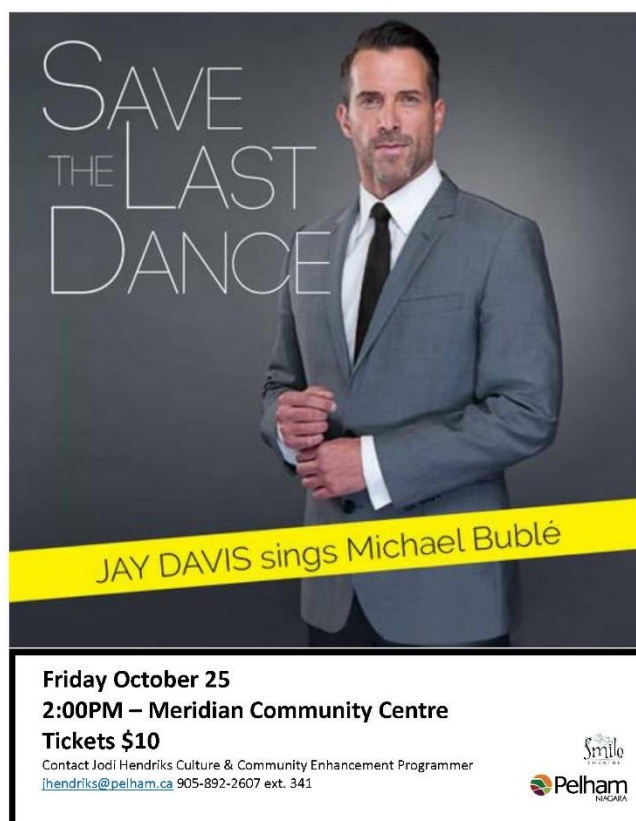
This year the Town ran their first P.D. Day camp and had 9 campers registered. Campers enjoyed their day at the MCC and kept busy skating, doing crafts, playing in the gym and decorating cupcakes. As word about The Town of Pelham offering P.D. Day camps gets out, an increase in participation is expected. The Town is lucky to have camp staff from the previous summer who are in High School and able to work these P.D. Day camps while the Elementary schools are off school. The Active Living Programmer is currently in the process of planning 2020 PD Day camps as well as March Break Camp. Winter break camp registration is open, and will run between over the holiday break while the children are out of school. This camp is currently being promoted, and registration continues to grow. Similar to last year, Santa's Workshop is being offered again. This is an evening where parents can drop their kids off at the Meridian Community Centre for an evening so they can do some holiday shopping. With the talk of a possible strike happening within the School Board, the Active Living Programmer is prepared to run a camp in the event that children are out of school and parents are looking for last minute care.





2) Theatre Series

Smile Theatre: Save the Last Dance: Jay Davis Show – Friday October 25 at 2pm



The Save The Last Dance performance took place on Friday, October 25 from 2:00pm to 3:30pm. The event had over 30 people in attendance. The performance had great reviews, and we would like to have the Jay Davis Show return for an evening event in the future.

3) Niagara Community Foundation Grant – SAY IT! On Stage



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The SAY IT! On Stage intergenerational project is coming to its final stages with rehearsing scenes, assembling costumes, lighting and sound preparation, as well as set design and construction. Tickets are now on sale and available for purchase on Eventbrite.com and at the MCC customer service desk. The performance dates are December 13th and December 14th at 7:00pm.
<https://www.sayitonstage.com/>

SAY IT! ON STAGE PRESENTS:

"Over to You"

AN ORIGINAL STAGE PLAY



FRI, DEC 13TH & SAT, DEC 14TH

Doors open at 6:30pm

Show starts at 7:00pm

MERIDIAN COMMUNITY CENTRE,

100 Meridian Way

TICKETS: \$10 / \$5 with Membership 55+ / 7&under FREE

Tickets can be purchased at the Meridian Community Centre,
and on Eventbrite.

For more information, please visit: [sayitonstage.com](https://www.sayitonstage.com)

The Town of Pelham gratefully acknowledges the financial support of the Niagara Community Foundation, which is a public foundation serving the people of Niagara. The Foundation builds permanently endowed charitable funds for the changing need and opportunities of the community and provides grants to eligible charitable organizations in culture, health, education, environment, recreation and social service sectors.



FREE PELHAM TRANSIT IS AVAILABLE!
FOR MORE INFORMATION CALL 905-892-2607 EXT. 347



4) Meridian Community Centre – Art Walls

The Art Wall Exhibit is now in full swing, with the installation of the hanging apparatus complete, and the first artist displaying her art for the month of November. Niagara This Week featured a story on the current artist, Wendy Palermo, and the display of her art in the new MCC Art Exhibit. The



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display has had wonderful feedback from the community. The Committee looks forward to upcoming displays by local artists.

5) Comedy Night

The Pelham Comedy Night took place on Saturday November 23, 2019 at 8:00pm. The event was a huge success with over 200 people in attendance and a sold out show. The event was hosted by David Green, and comedy acts performed by Mark Andrews, Taylor Grant, and Glen Griffith. A date has been set for the next Pelham Comedy Night to take place February 29, 2019.

6) My Painted House Workshop

The My Painted House Workshop took place on Thursday, November 28th at 6:30pm. Tickets were available for purchase on Eventbrite.com. The workshop was lead by Janine Costello from My Painted House. Participants had the opportunity to create their very own piece of festive home décor. The event was a great success with 26 participants, and received great reviews by both the instructor and registrants. The Town of Pelham would like to have Janine back in the new year for another workshop.

7) Liam Kearney

Staff brought in the Liam Kearney Show to the Meridian Community Centre on Saturday September 7. Tickets were available on Eventbrite and at the MCC front desk. There were over 45 people in attendance from all age groups. All attendees enjoyed the performance and we hope to have Liam Kearney back in the new year.

8) Canada Day

The Canada Day planning group met on September 11, 2019 to review the event and make recommendations for next year. The final report was presented to Council on October 21, 2019. Application to Heritage Canada for the Celebrate Canada Grant for 2020 has been submitted. Staff are working on logistical bookings for 2020. The planning group will meet again in the new year.

9) Summerfest

The Summerfest Committee met on September 25, October 30 and November 27, 2019. The 2019 Summerfest Final report was presented to Council on November 18th, at which time Bill Gibson, Chair of the Committee, also made a presentation to Council to summarize the years' event. In September, electronic Thank You cards were sent to the Summerfest sponsors. The post-event survey concluded and the winner of the getaway prize package, donated by Niagara Casinos, was drawn. In October, the Committee started looking at the 2020 goals and objectives, and Committee roles and responsibilities. Staff are working on logistics. In November, the Committee began discussions surrounding a revamped layout for the festival on Friday & Saturday including relocation of the main stage and vendors. This discussion is ongoing. Vendor fees and Terms & Conditions were approved and staff will have vendor applications available on the website in December. The application to Festivals & Events Ontario to have Summerfest recognized at a Top 100 Festival or Event in Ontario was submitted in November. The awarding of this honour will be made at the FEO Conference in February of 2020.



10) Christmas in Pelham

In September, the callout to local organizations, churches and charities went out for the Christmas in Pelham event listing for the upcoming holiday season. Almost 40 events are listed on the Town's website, starting in early November and running right through to the new year.

The Beautification Committee has taken over the role of "Decorating Elves", putting up the greenery and bows in the downtown areas of Fonthill, Fenwick, Ridgeville & North Pelham. Staff sourced and obtained the greenery and provided the bows. The Committee held a work night on November 27th to assemble the boughs and decoration took place from November 28 to 30.

Vendor applications for the Outdoor Christmas Market were available in early October. Live entertainment, an ice carving demonstration, carriage rides, face painting, and visits with Santa are all booked for residents to enjoy, as well as retail and food vendors. RCW staff have met with By-law Services, Finance and Public Works to coordinate the setup, delivery and tear down of the event. This event will take place on Friday, December 6th and another wonderful evening is anticipated.

11) Street Pole Banners/Honour our Veterans Banner Program

RCW staff have been working with the Royal Canadian Legion Br. 613 to facilitate the Honour our Veterans Banner Program since February of 2019. The program was a resounding success and, on October 21st, the 13 commemorative banners were installed, honouring 26 local veterans. The comments have been extremely positive and many residents have inquired as to how they can participate. Staff will be working with the Legion to see if expansion of the program can be accomplished for 2020.

RCW staff have also been working with the Communications & Public Relations Specialist, Marc MacDonald, to develop new seasonal fall and winter street pole banners. Following the theme of "Discover Pelham" 13 images of local events, landscapes and landmarks have been incorporated into the new banners which were installed as the Veterans banners came down on November 26th. New spring/summers banners will be designed for installation next spring.

12) Volunteer Enhancement Campaign – Fall 2019

Staff continue to promote volunteer opportunities with the Town of Pelham through the Town's website, social media channels and monthly emails to the volunteers in the corporate database.

Staff attended the 'Get Involved' Day at Niagara College- Welland Campus where they engaged Niagara College students and discussed current volunteer opportunities at the Town of Pelham. This was a great day to connect, with not only students, but also other community organizations. Over the fall, Staff interviewed a couple new residents who were added to the Volunteer database.

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Staff attended an OTEC (Ontario Tourism Education Corporation) Training course focusing on customer service skills to be able to train new volunteers in the role of Senior VIP (Volunteers in Pelham). The Senior VIP program is designed to provide opportunities for seniors to participate, gain experience and assist with providing excellent customer service at the Meridian Community Centre. Their role will include greeting attendees at the MCC, directing them to their desired location, and answering questions about the MCC or the community as a whole. Staff held an OTEC customer service training session for the first group of seniors participating in this program in late October. Staff held a volunteer orientation for their specific role as Senior VIP in November and the Senior VIPs will start in their role in the new year. Staff will be providing training to a new set of Seniors VIPs in January 2020.

Three volunteers were trained for their roles for the Outdoor Christmas Market. These volunteers will be assisting as event attendants by helping to monitor lineups at the Christmas Market.

Staff assisted the CAO's office in preparing and organizing the volunteer appreciation event in November. This event was a great success with many positive comments mentioned by volunteers after the event.

www.pelham.ca/volunteer

13) MYAC Updates

This term of MYAC is off to a great start! The council this year is very attentive and eager to get involved! MYAC hosted a Halloween Public Skate, which was the first event of the year a great success! Over 120 people attended the skate, and many of them came in costume. MYAC had the idea of holding a costume contest to help promote the event and get attendees in the Halloween spirit. This was a great success and helped to increase the number of attendees wearing costumes. 3 prizes for the costume contest were awarded (pictured below), which included candy, a gift card and passes to public skating. MYAC also held a logo contest at the beginning of the term, as they wanted to be identified within the community as more "youth friendly". This contest was won by Olivia from St. Ann school, with her colourful logo displaying unity and togetherness. One of the main focuses of MYAC currently is building its social media following. With this they are hoping a greater audience will be seeing their posts and promotions, which will lead to a larger attendance at events. MYAC is excited to be involved in the upcoming Fenwick Santa Claus parade, dressing up as characters from Frozen and volunteering at the Santa's Workshop. A sub-committee to host a youth forum this year has been created, as this event would offer them the chance to gain greater insight from other youth within the community.



14) Pelham Transit Update – Fall 2019

To date, as indicated below, we have had a total of 7,314 riders since January 2019.

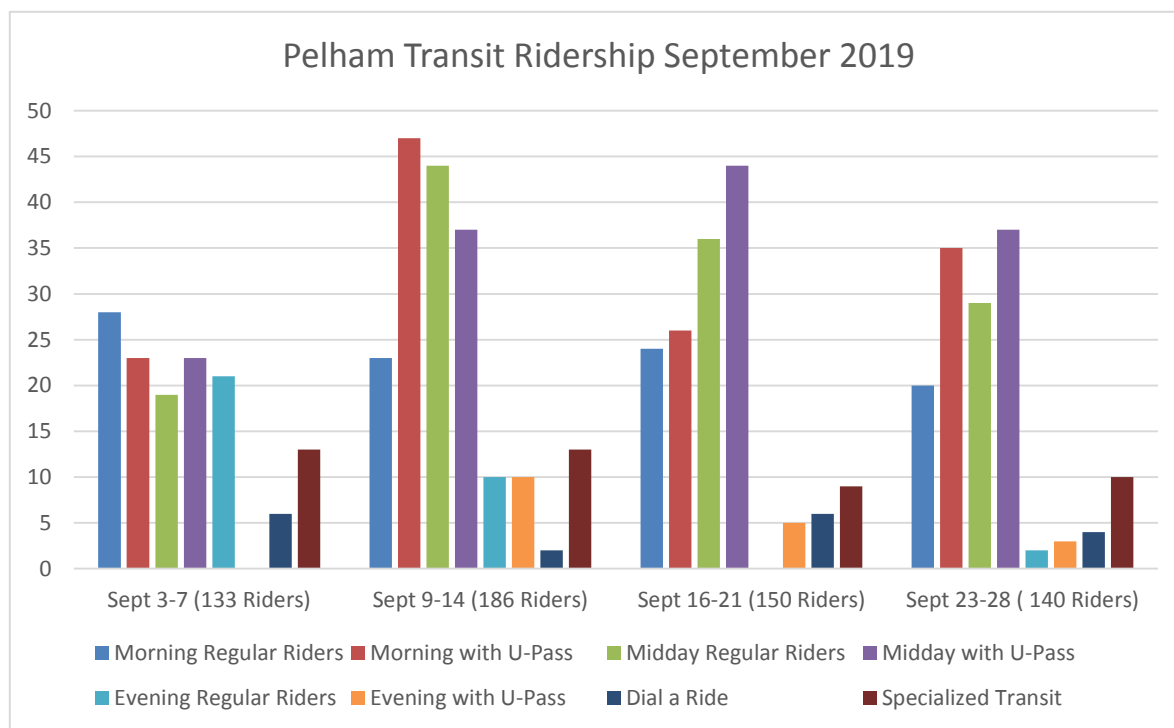
The Fall Transit Schedule commenced on September 3rd, 2019. There were significant changes from previous transit schedules as Pelham Transit is now operating two buses and Niagara Region Transit has a route connecting Welland and Pelham between the hours of 7am-9am and 3pm-5:25pm. A few concerns arose after the initial commencement of this schedule and the bus was regularly running behind schedule. As well, between the hours of 5:25pm and 10pm, there was neither a Regional nor Pelham Transit route between the City of Welland and Town of Pelham. By September 16th, Staff created a revised schedule in which the North Pelham stop was removed and the Dial-a-Ride service was extended to North Pelham residents any time during the operation of the conventional route (7am-7pm). As well, the Dial-a-Ride program hours were extended from 7pm-10pm to 5:30pm-10pm. These two adjustments allow Pelham Transit to arrive on schedule and riders to book rides between Welland and Pelham between 5:30pm and 10pm Monday through Saturday.

The Dial-a-Ride and Specialized Transit programs have seen a significant increase in ridership with reoccurring rides booked Monday through Saturday each week. Most of these riders are utilizing Pelham Transit to get to or from Niagara College, adult day programs at Woodlands of Sunset and to Pelham Cares.

Even with the significant changes to the transit schedule, ridership numbers are increasing. There have been some significant shifts in Pelham Transit ridership. The morning and evening ridership decreased in October and November from previous years. This may be contributed to the new Niagara Region route bringing riders to and from the Meridian Community Centre to Welland (Seaway Mall and Niagara College) between 7am-9am and 3pm-5:25pm. Also in mid-fall, Staff adjusted the hours contained in Morning and Mid-day ridership to reflect the impact of Regional bus routes on Pelham Transit ridership numbers. Morning ridership is now categorized between 7am-9am, and Mid-day is 9am-3pm. Previously, morning ridership was

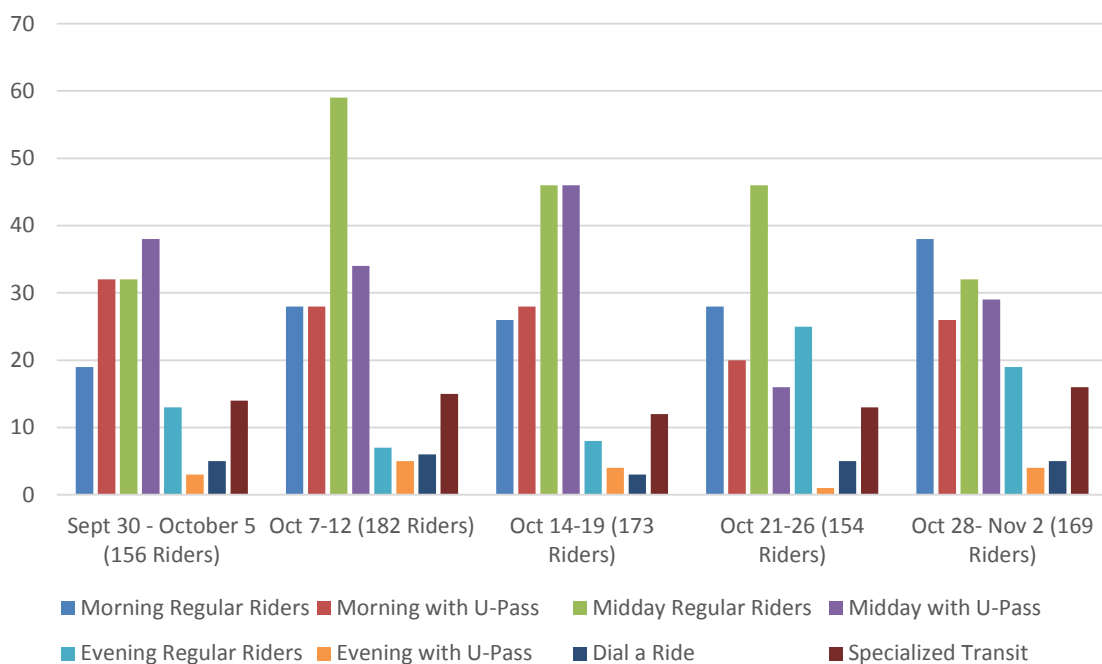
categorized from 7am-11am. However, overall ridership has remained between 130-195 riders per week during Fall 2019 (shown in the ridership graphs below).

See below for transit ridership during the months of September to November 2019:

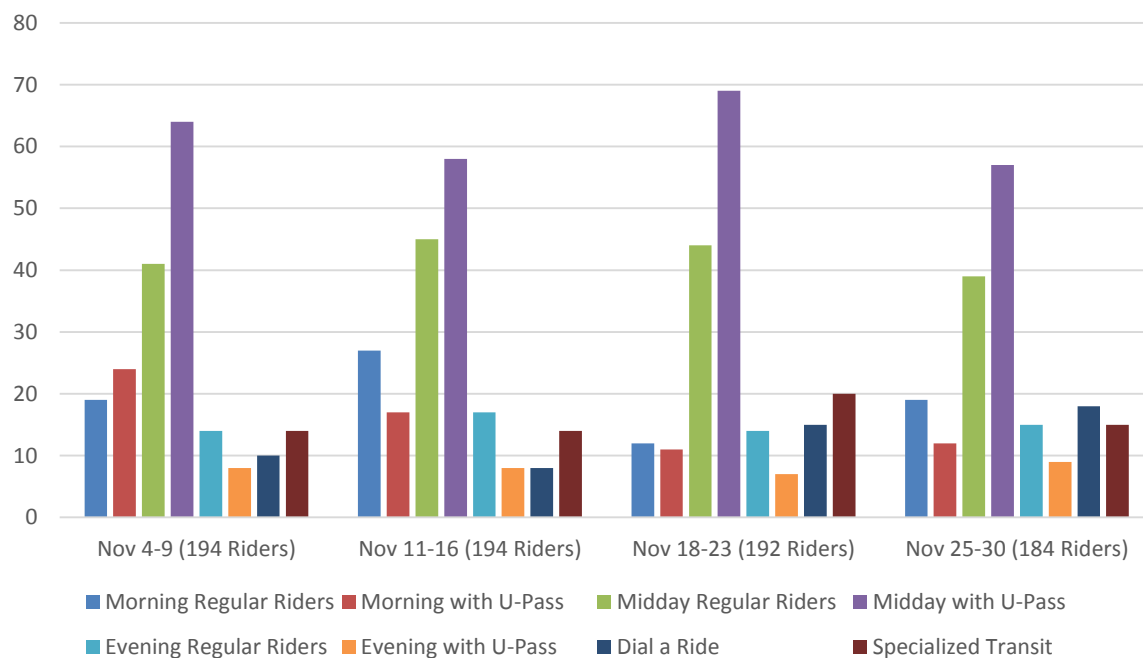


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Pelham Transit Ridership October 2019

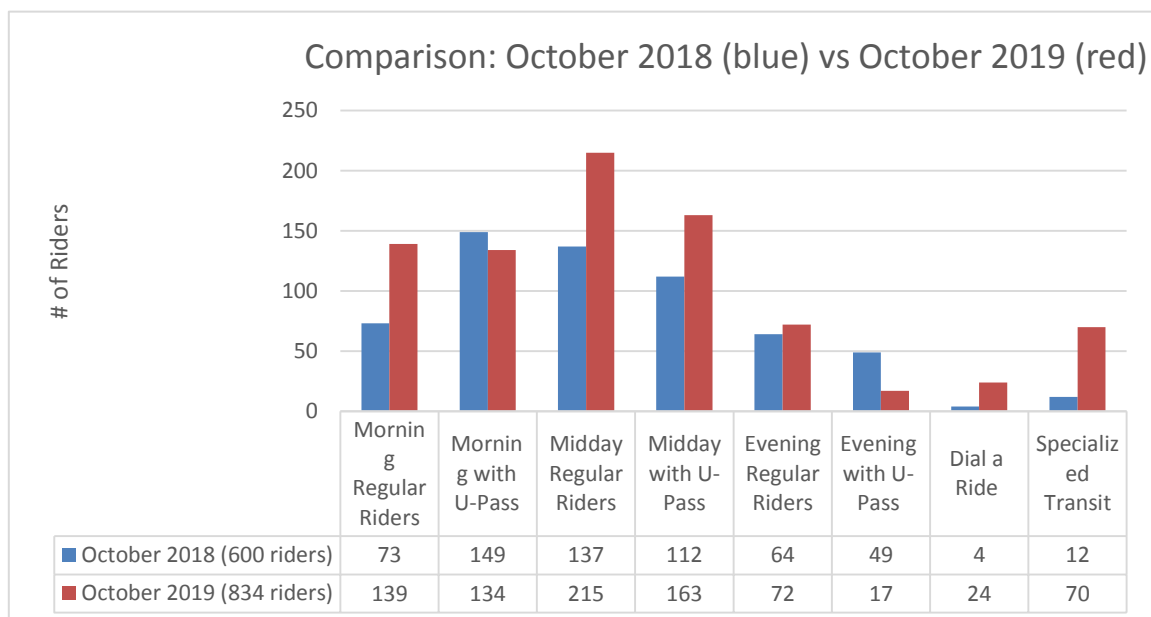
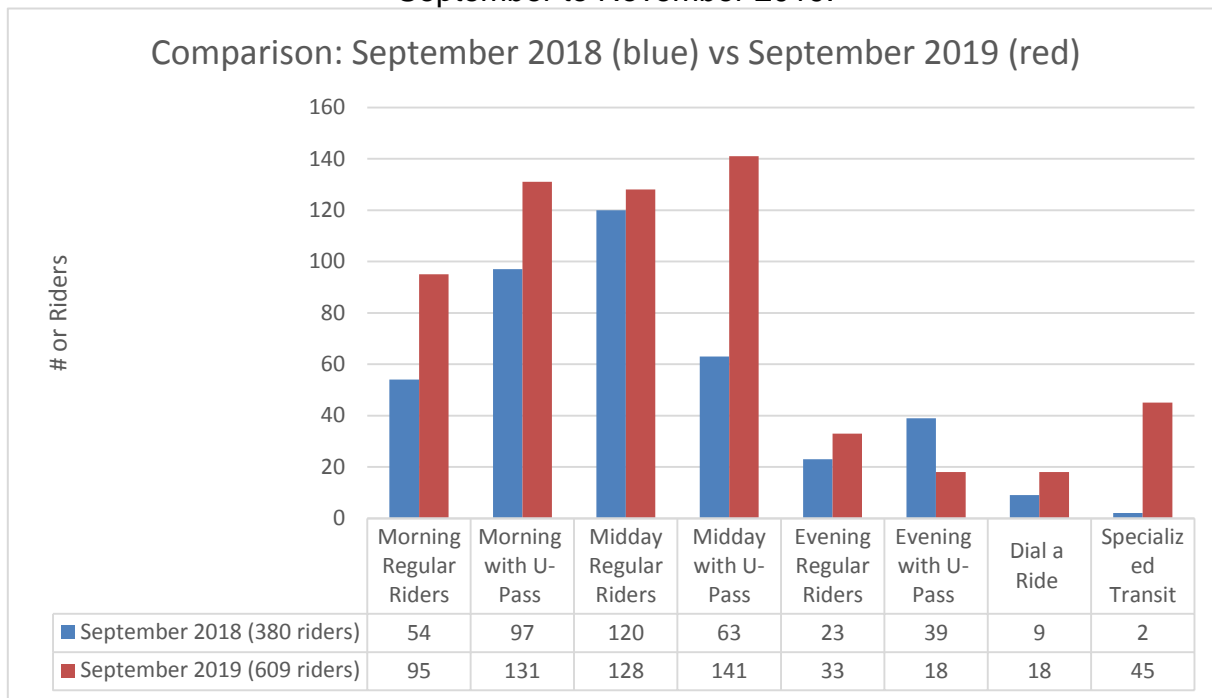


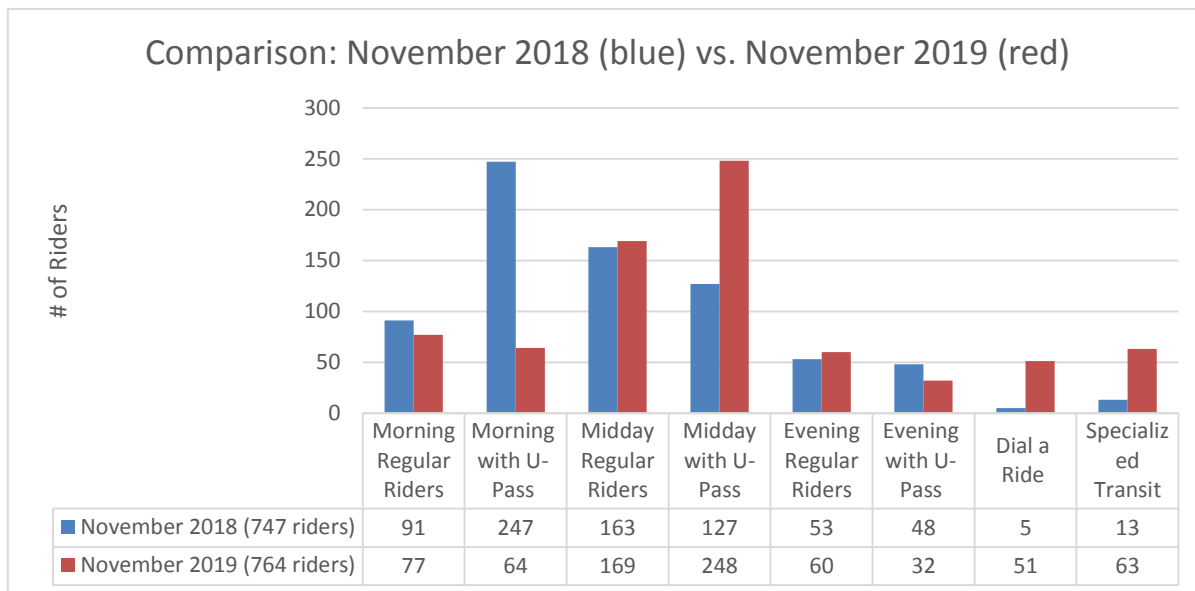
Pelham Transit Ridership November 2019



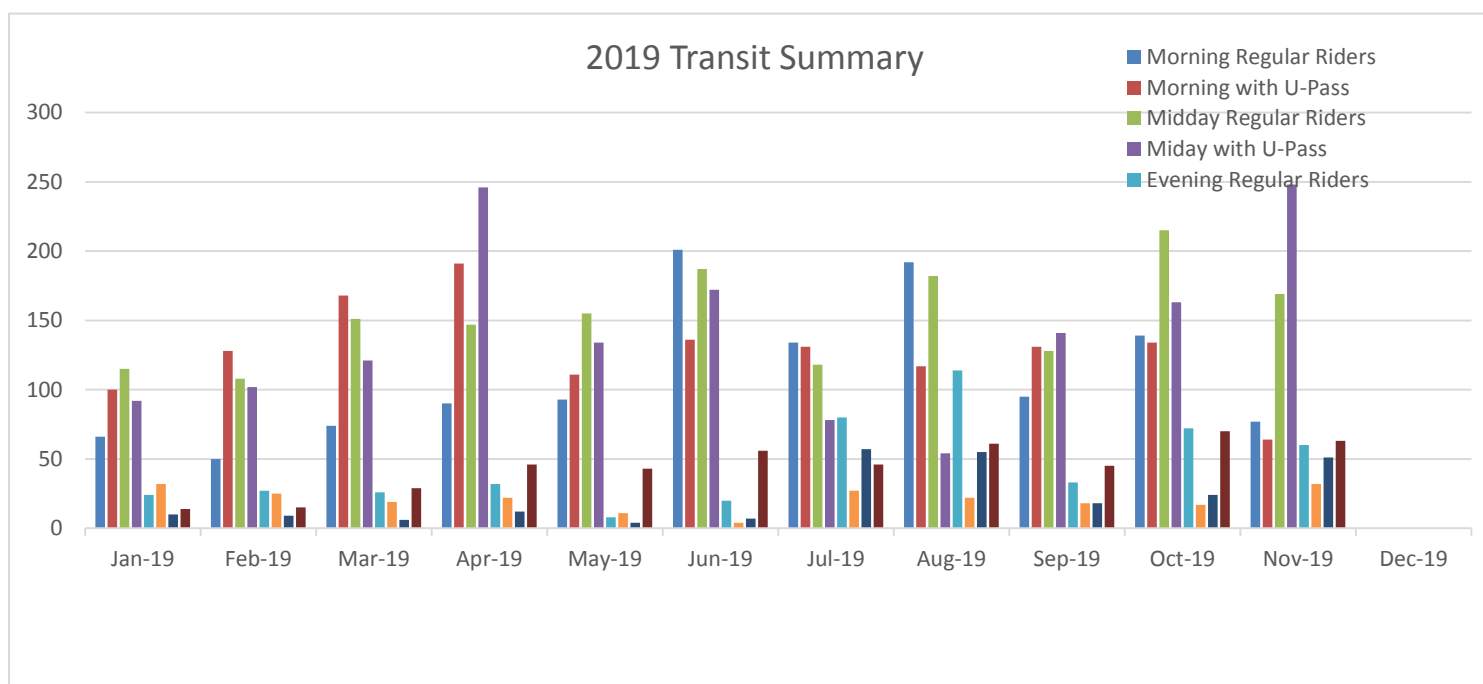
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See below for comparisons between ridership during the months of September -November 2018 to September to November 2019:





See below for the Transit Ridership summary for January 2019 – Present:



Total Ridership January 2019-Present: 7,314



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Transit Customer Satisfaction Surveys were distributed in November on the Town's social media outlets and the website. As well, physical copies were distributed at Town Hall, the Meridian Community Centre and both Pelham Libraries. The Fall 2019 survey had the highest response rate of customer satisfaction surveys in past two years. The results were overall positive and Pelham Transit riders are satisfied with the transit service. A few riders are still looking for Pelham Transit conventional routes further into the evening.

Currently, Staff are developing the Winter 2020 schedule, which is set to commence on January 7th, 2020.

www.pelham.ca/transit

15) Bench Dedication Program

The Bench Dedication program has now officially commenced. There are brochures currently at the Meridian Community Centre and Town Hall. This program is also included on the Parks, Playgrounds and Trails webpage on the website (www.pelham.ca/parks). There have been two benches dedicated to date. Both of these benches have been installed and their plaques created. The plaques will be installed before the new year. In the new year, staff will post this program on the Town's social media outlets.

CONSTITUENT CONCERNS & ISSUES ARISING

PERSONNEL

Karen and Brittany attend OTEC (Ontario Tourism Education Corporation)
Brittany McLean attended Parks & Recreation Youth Symposium

GRANTS, CONTRACTS, RFPs & AGREEMENTS

MEETINGS

Summerfest Committee
Pelham Arts Advisory Committee
MCC User Group Round Table Committee
MCC Hospitality Committee
Utility Sustainability Committee



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Ball Construction
East Fenwick Steering Committee
Pioneers Tournament
IMT Working Group meeting
Brock Univ. Fitness Centre
Regional Recreation meeting
Pelham Tennis Club meeting
West Niagara Transit meeting
Utility Sustainability Advisory Committee
Senior Leadership Team
Pelham Art Festival
Canada Summer Games