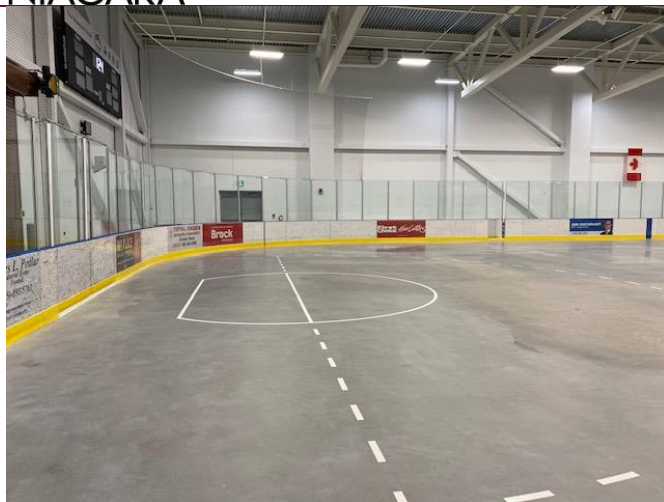
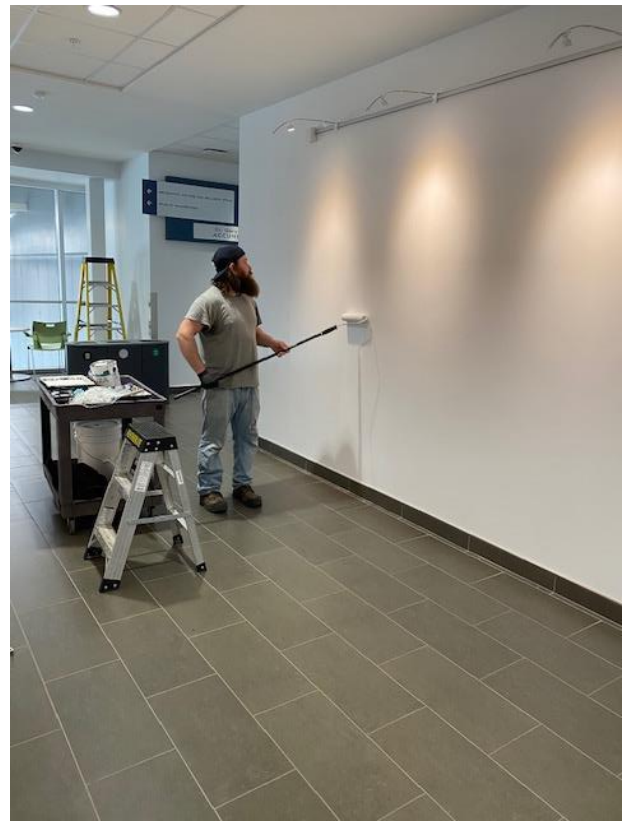


**RECREATION, CULTURE & WELLNESS MONTHLY REPORT****Q1****DEPARTMENT OVERVIEW & STATISTICS****PROJECTS****1) Meridian Community Centre – Winter 2019 -2020**

Highlights from the MCC:

- Attendance tracking continued and in December the MCC attracted 35,495 guests, followed by 34,711 in January, 38,421 in February and until March 16 the building had seen 17,765 guests. This was a busy time for the Community Centre with an attendance of over **126,392** guests using the facility.
- Facility Operator and Facility Attendant professional development has continued throughout the winter season. Most recently RCW hosted Ontario Recreation Facilities Association Legal Awareness 1 and Legal Awareness 2 training sessions which was attended by Municipal staff from around Ontario as far away as Sudbury. As a result of this training, all of the Facility Operators have completed their Legal 1 and Legal 2 certifications. All Facility Attendants have now completed their Legal 1 certificates.
- March has been a much different month at the MCC. Activity was extremely robust until the 16<sup>th</sup>. As a result of the cancellations related to the Covid-19 virus, and subsequent closures the ice in the Duliban Rink was removed earlier than was planned. MCC staff have taken the opportunity to begin painting and sprucing up the Community Centre, as well as performing essential annual refrigeration maintenance that could not be done with the ice in.





## 1) Recreation Programs:

### Programs

Ballroom Socials – two were held – a Christmas themed one in December and a Valentine's themed one in February. A few new programs were added ie yogalates, Fit with Brock and 55+ cardio. These programs compliment the existing programs of zumba, chair yoga, hatha yoga, volleyball, pickleball and the ever popular walking track.

### On the cold side:

The MCC was host to the Pelham Regional Silverstick in December, the International Silverstick in January, the Glynn A Green Tournament in February and the Niagara Centre Skating Gala in March. In addition, E. L. Crossley Girls hosted the AA Sossa Championships in March.

### All things Senior:

In conjunction with the Pelham Seniors Advisory Committee, numerous events had been planned for spring including the Alzheimer's Society screening of the Caregivers Club, a documentary of 4 families' journeys, some of whom have local ties. A cooking for 1 session

was to take place at Lookout Ridge and a "Know your Rights" session (Landlord and Tenant Act) with Sylvia Dimitrova from Justice Niagara just to name a few. These are all on hold and will be rescheduled.

The Seniors Active Living Lounge continues to draw members with good turn out for the men's breakfasts and ladies' socials. Getting to know your Municipal leaders kicked off with David Cribbs and Vickie vanRavenswaay guests of honour for the first sessions.

## **Youth Programs**

### **Youth Drawing Classes**

The Town of Pelham partnered with Artist Melynn Rose throughout the month of February to offer a Youth Drawing Lesson, specializing in anime style art. This 5-week program ran on Saturday afternoons and provided youth ages 8-18 with instruction and guidance to learn aspects of anime including character anatomy and implementing characters in manga. This program was a great success with a full class of 11 participants, and 3 on the wait list. The Town is planning to run this class again in the spring, as it received great feedback from participants and their families. This is the first time this program has run and was the first creative youth program held at the Meridian Community Centre. As it proved to be a great success, which encourages the implementation of running similar programs in the future!

### **Youth Tennis**

The Town of Pelham in partnership with Niagara Junior Tennis had opened registration for a 5-week Beginner Tennis Lesson at the Meridian Community Centre starting in April. This program is instructed by a Certified Tennis Canada Instructor, and allows children to learn the game of tennis while using developmentally appropriate equipment. New program dates will be selected once the Community Centre reopens.

### **Youth Drop-In Volleyball**

Town of Pelham will now be offering Youth Drop-in volleyball on Friday nights from 8:15-10:15pm. This runs at the same time as Adult Drop-in volleyball, with many of the participants bringing their children along to watch. This program will begin after the reopening of the Community Centre.

### **Birthday Party Packages**

Over January, February and March, the Town of Pelham has hosted 12 children's birthday parties. These have ranged from parties with gym time, public skate passes or staff lead games or activities. These parties have been a great success, receiving positive feedback from the community regarding the facility and the accommodating staff. These parties will continue to be booked, with many already scheduled for the upcoming months.

### **PD Day Camp**

The Town has run 2 more successful P.D. Day Camps in January and February hosting



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9 and 16 campers. They were able to go skating, do a craft, play sports in the gym, make slime, bouncy balls and make personalized pizzas for lunch! P.D. Day Camps will continue to be available to families when their children are out of school.

### **Winter Break Camp**

Winter Break camp was a success again this year! 7-10 Campers attended each day, which was a larger number than expected due to the way the holidays fell this year. Campers participated in games, skating and winter crafts! They even enjoyed a winter movie with popcorn and hot chocolate, and decorated cookies to take home for Christmas Eve. As there are very few camps and child care facilities open during this time, parents were very appreciative to the Town for offering these services and providing their children with a fun and safe environment to visit over the holidays.

### **March Break Camp**

The Town of Pelham March Break Camp registration filled within 3 weeks, with 50 campers and had 8 additional campers on the waitlist! Families were excited to bring their children to camp for our fun filled week of skating, gym time, crafts, activities and games. In addition, campers were also scheduled to go to the Movie Theatre on Tuesday, and to Disney on Ice in Hamilton on Thursday. March Break Camp did run on Monday March 16<sup>th</sup>, but was cancelled for the remainder of the week due to COVID-19 precautions. On Monday, 20 campers attended our program and did a great job adjusting to social distancing and increasing handwashing procedures. Campers were disappointed to hear that the trips and activities would be cancelled, but say they will be back to attend our camps in the future!

### **Strike Camps**

With the Schoolboards striking from January until March, the Town of Pelham ran 9 days of strike camp to accommodate residents who were left without childcare on these days. These camps were a great success and received lots of positive feedback from parents, the newspaper and local residents in the community. The Catholic School Board strikes did have a lower number of attendees than the Public School Board strikes, which welcomed between 25 and 45 campers to the Meridian Community Centre.



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## 2) SAY IT! On Stage – Over To You

The final product of the SAY IT! On Stage intergenerational project took place December 13<sup>th</sup> and 14<sup>th</sup> at 7:00pm each evening. This project united people of different generations who worked together to craft and perform an original stage play. They joined their talents and efforts to write and rehearse scenes, assemble props, costumes, and designing sets to deliver a night of unprecedented entertainment at the Meridian Community Centre. There were 142 tickets sold for the first night, and 120 tickets sold for the following night.

With the funds generated from tickets sales, along with a sponsorship from the Fonthill Meridian, this project will be sustained for a second year. Conversation circles, which are the initial stages and fundamental roots of the project, began January 30, 2020.

<https://www.sayitonstage.com/>

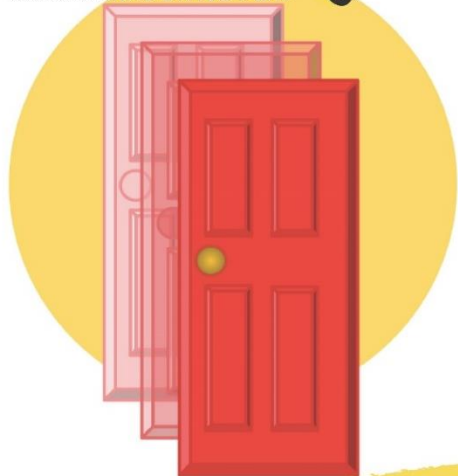


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SAY IT! ON STAGE PRESENTS:

## "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](http://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



### 3) Meridian Community Centre – Art Walls

The Art Wall Exhibit is in full swing, with Stuart Hendrie's display of photography taking place for the month of December, E.L. Crossley students displaying their artwork January through February, and Rebecca Hyatt's art students displaying their work for the month of March. The art wall has been received exceptionally well by guests at the MCC, as a plethora of comments on the beauty, colour, character, and pride these displays have brought the Community Centre.

### 4) Comedy Night

The Pelham Comedy Night took place on Saturday February 29, 2020 at 8:00pm. The event was a huge success with over 200 people in attendance and a sold out show. Ticket prices went from the previous \$20, to \$25 to include a light meal with the show. The event was hosted by David Green, and comedy acts were performed by Luba Magnus, Michelle Zhitomirsky, and Michael Moses.



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## 5) Big Band Dance Night

The Town of Pelham's Big Band Dance Night, featuring the Jimmy Marando Swing Band, continues to be a huge success. The event takes place every third Tuesday of the month, and averages over 100 attendees per night. The event is free admission, with food and beverages for purchase.

## 6) Canada Day

The Canada Day planning group met on January 28, 2020 to work on planning the 2020 event. Results of the application to Heritage Canada for the Celebrate Canada Grant for 2020 are expected in late April. The time frame for the days' events will remain essentially the same as last year, if it occurs. The stage and food vendors will be located on the paved area of the park once again and, weather permitting, the children's area will be located on the grassed area. Staff continue to work on logistical bookings for 2020, but will wait for a final decision to proceed or cancel from Town Council.

## 7) Summerfest

The Summerfest Committee met on January 15, January 29, February 2 and March 12, 2020.

Vendor application were available on the Summerfest website in early January. By the February 28<sup>th</sup> early bird deadline, 54 applications had been received. The Committee reviewed the applications and staff recommendations at their March 12<sup>th</sup> meeting. Staff are



currently working on contacting the applicants to advise of the status of their application.

Staff have consulted with the Region regarding the relocation of the stage and have received correspondence from Engineering and Permits division that the proposed location is acceptable to the Region. The Committee will move forward with this new layout.

The sponsorship campaign has begun with a number of returning sponsors indicating their continued support of the event. Committee members continue to seek out new sponsor opportunities as well.

Entertainment selection continues and a confirmed line up is anticipated by the end of April.

For the 6<sup>th</sup> year, Summerfest has been recognized as a Top 100 Festival or Event in Ontario by Festivals & Events Ontario. The award was announced at the FEO Conference on February 27, 2020.

#### **8) Christmas in Pelham**

Christmas in Pelham wrapped up two months of seasonal activities and events on January 3, 2020. The Outdoor Christmas Market took place on Friday, December 6<sup>th</sup> and despite a soggy set up, was a lovely evening attended by nearly 1,900 people. Carriage rides and visits with Santa remain two of the most popular elements with line ups throughout the event time.

#### **9) Street Pole Banners/Honour our Veterans Banner Program**

RCW staff have met with the Legion representative to discuss expansion of the Honour our Veterans Banner program. It has been suggested that new installations would be appropriate in the area of the Legion on Highway 20. Discussions have begun with the Region of Niagara to look at this possibility. The Region are currently working on a new Region wide policy with respect to the Veterans program.

RCW staff are working with the Communications & Public Relations Specialist, Marc MacDonald, to develop new spring/summers banners.

#### **10) Volunteer Enhancement Campaign – Winter 2019/2020**

Staff continue to promote volunteer opportunities with the Town of Pelham through the Town's website, and emails to the volunteers in the corporate database. Over the winter, Staff interviewed a couple new volunteer applicants who were added to this database.

Staff has provided two OTEC (Ontario Tourism Education Corporation) Service Excellence (Customer Service) training to a total of 25 seniors as part of the Senior VIP (Volunteer in Pelham) program. 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. These trained



volunteers are stationed at the front desk and throughout the Meridian Community Centre, greeting patrons, giving direction, and responding to general inquiries. There are five active volunteers who have completed OTEC training and volunteer orientation. The others Senior VIPs are currently still waiting for police checks.

[www.pelham.ca/volunteer](http://www.pelham.ca/volunteer)

## 11) MYAC Updates

This term of MYAC has great initiative and is extremely happy with the progress they have made since their first meeting in September. They took part in the Santa Claus Parade and ran laser tag at the Family Day Expo at the Meridian Community Centre, which was the most popular event of the day! The Committee has been growing their social media following through more frequent posting and hosting give-aways. This has in turn lead to an increase of attendance at events they attend, with hopes of it doing the same at events that they host in the future. MYAC had planned a Youth Forum, which was scheduled to take place on April 7<sup>th</sup>. Unfortunately, due to COVID-19, this event will now be rescheduled. All of the ideas and planning they have done over the past few months will help to host an event to gain greater insight from other youth within the community. Overall, the Committee feels as though they have accomplished more this year than they have in years past, which encourages them to do more and be seen within their community.



## 12) Pelham Transit Update – Winter 2019/2020

To date, as indicated below, we have had a total of 2,084 riders since January 2020. From January 2019 to December 2019, Pelham Transit had a total of 7,895 riders. The Winter Transit Schedule commenced on January 6<sup>th</sup>, 2020. There were a few changes from the Fall Transit schedule, as listed below:

- 1) The Shorthills Villa and Pelham Cares stops were discontinued on the conventional

route due to lack of ridership and to create a more efficient route.

- 2) The stops at Sobey's, the Fonthill Marketplace (Food Basics) and Lookout Ridge were moved from being on private property to Highway 20 and Lookout Street, respectively.
- 3) Residents of Shorthills Villa, Lookout Ridge and North Pelham are able to book Dial-a-Rides from 7am-10pm Monday through Saturday.

The Dial-a-Ride and Specialized Transit programs have continued to increase in ridership with an average of 10-15 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.

As shown in the graphs below, with the exception of the December and late March, ridership numbers have increased comparatively to the previous year. In Fall 2019, 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. This can be perceived as a shift between the morning and mid-day ridership but staff believe it is due to the change in categorization ridership.

The decrease in ridership in December can be contributed to adverse weather conditions that Pelham experienced. Additionally, December 2018 accounted for 5 weeks of transit operation as data is recorded in the month that weekly ridership (Monday to Saturday) ends in. December 2018 contained five Saturdays. In 2019, there were only four Saturdays in December. December 2019 only accounted for four weeks of transit operation. This would also contribute to the decrease in ridership shown below.

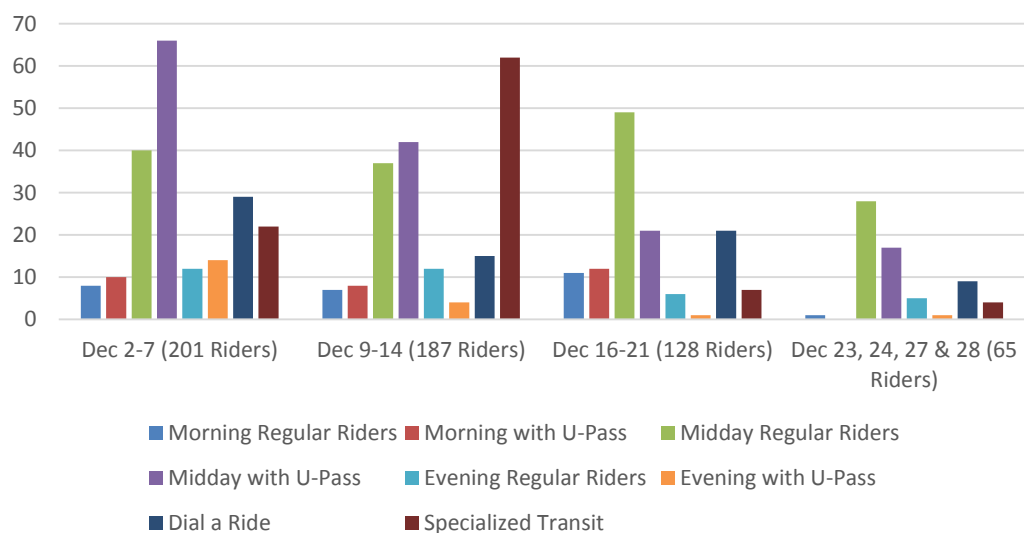
In December, eight Gold level sponsorships were renewed for the first quarter of 2020. The sponsors were only renewed for the first quarter due to the changes that were to occur with Pelham Transit and the Niagara Region within Spring 2020. Staff is requesting these eight gold-level sponsorships be renewed for the second quarter at this time.

With the onset of the COVID-19 pandemic and the changes made to Niagara Region Transit, on March 23<sup>rd</sup> Pelham Transit began operating on its Saturday schedule Monday through Saturday until further notice. As well, Pelham Transit is asking that all riders have no interaction with the farebox to encourage social distancing precautions. Social distancing precautions, school closures and more individuals working from home have resulted in a significant decrease in ridership numbers in late March.

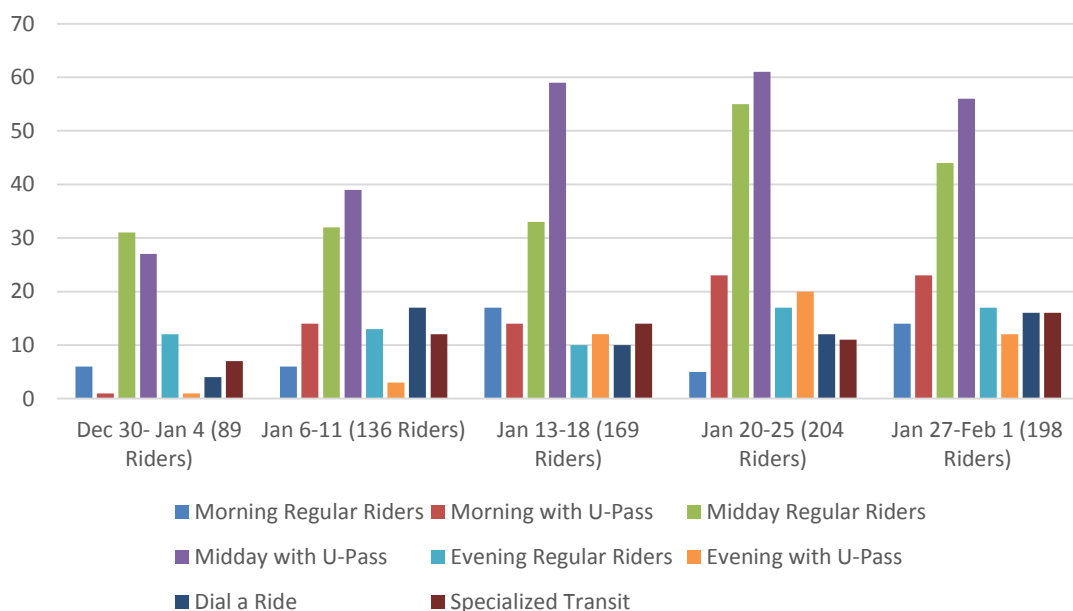
See below for transit ridership during the months of December 2019 to March 2020:



## Pelham Transit Ridership December 2019

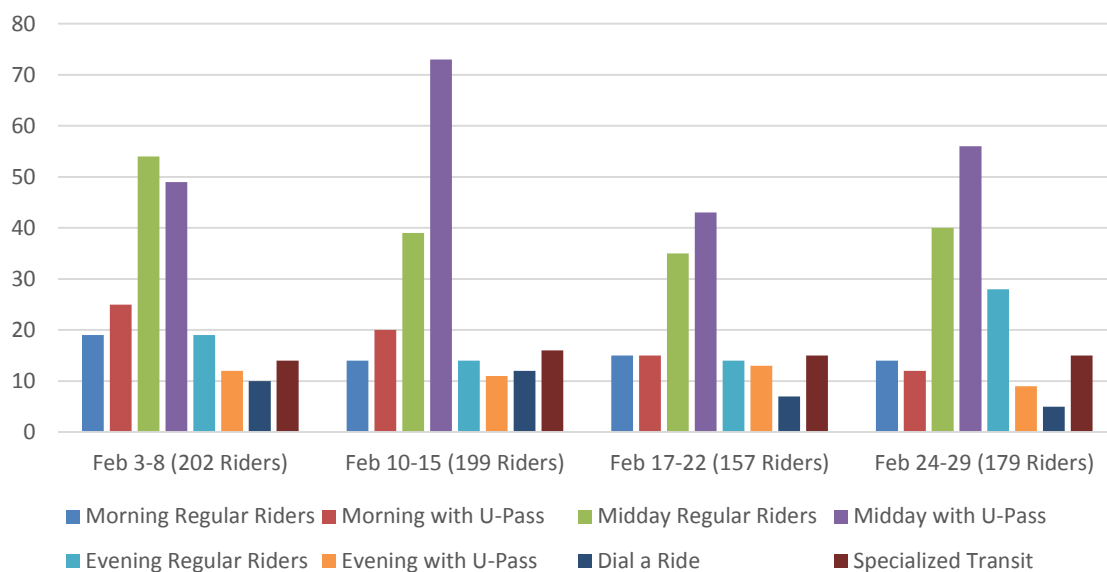


## Pelham Transit Ridership January 2020

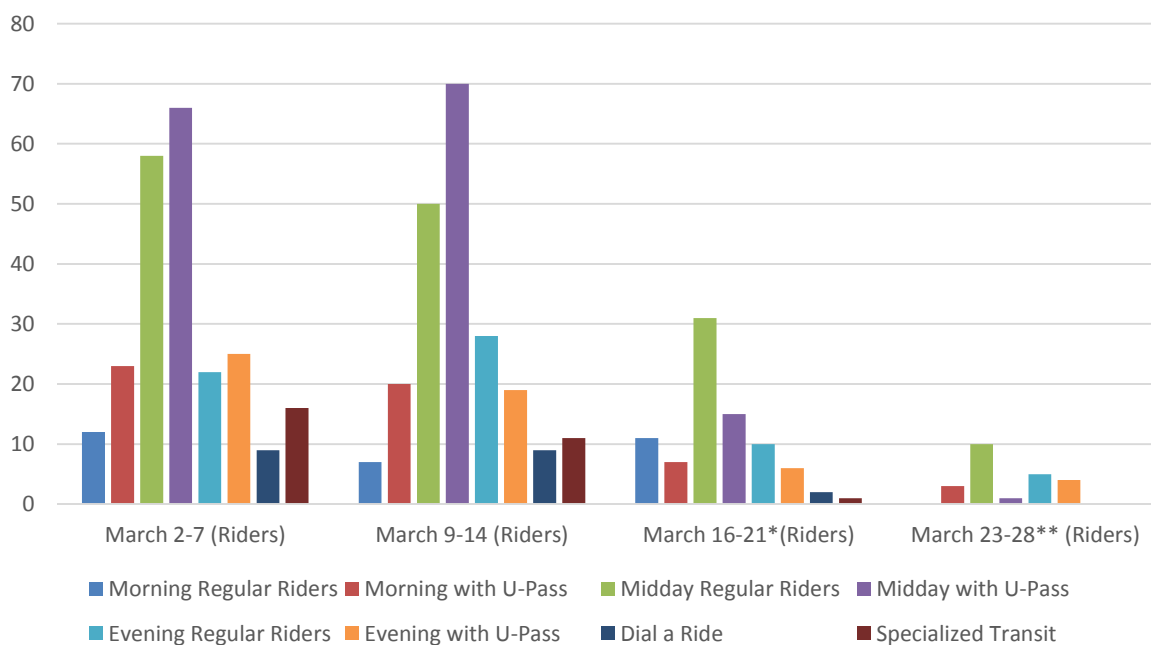




## Pelham Transit Ridership February 2020



## Pelham Transit Ridership March 2020

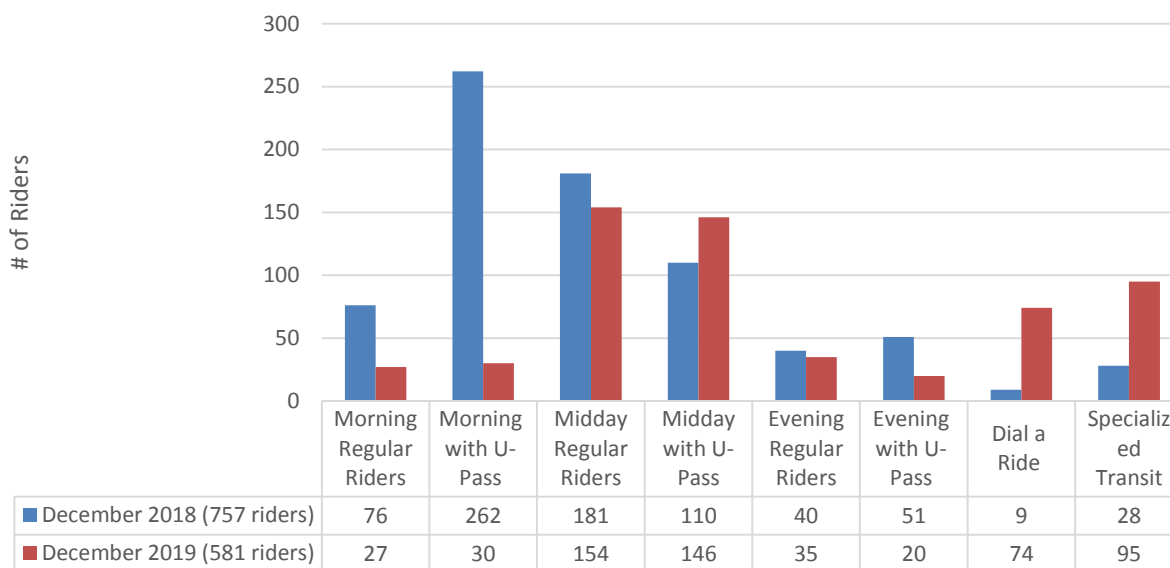


See below for comparisons between ridership during the months of December 2018 – March 2019 to December 2019 – March 2020:

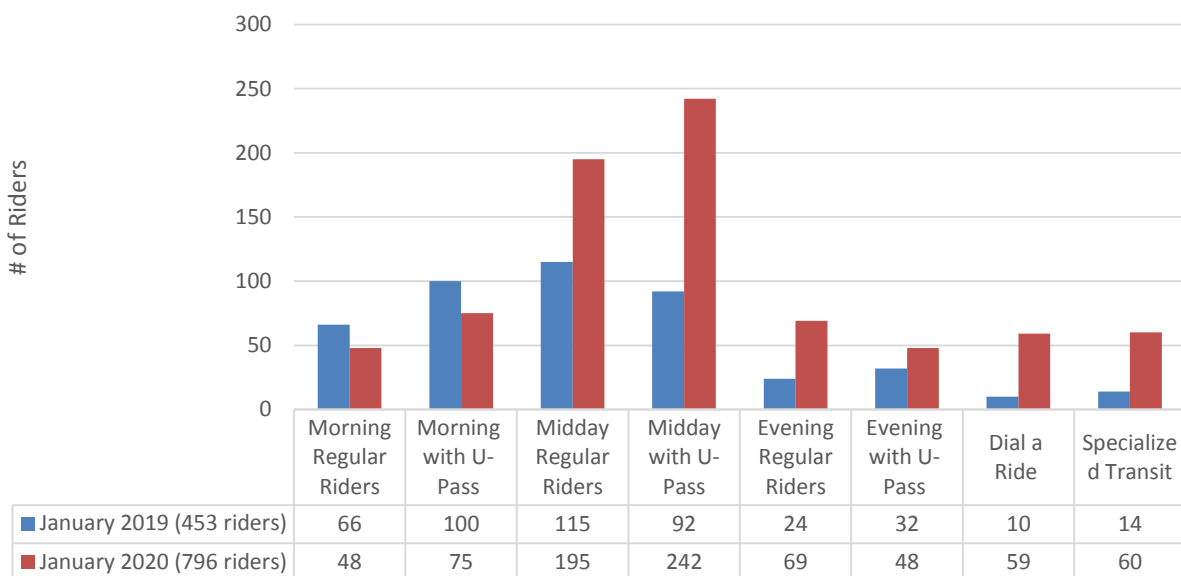


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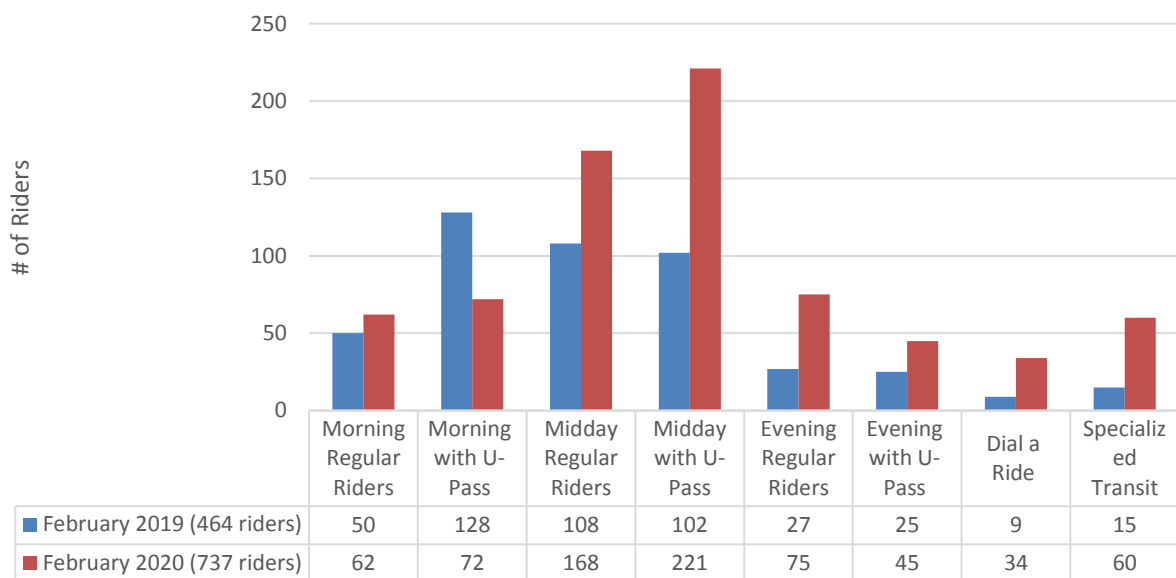
Comparison: December 2018 (blue) vs. December 2019 (red)



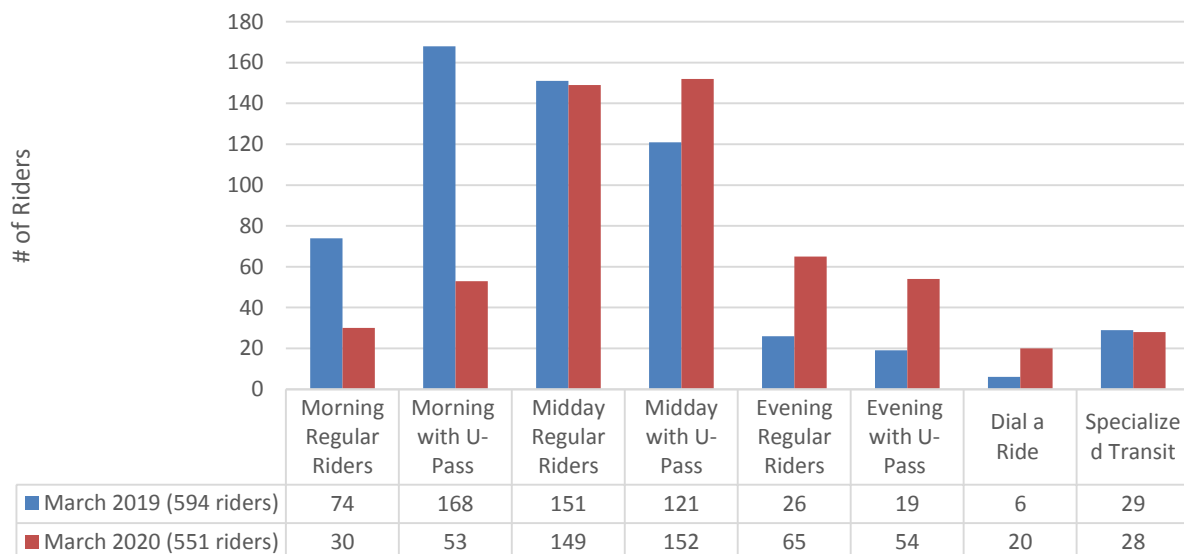
Comparison: January 2019 (blue) vs. January 2020 (red)



Comparison: February 2019 (blue) vs. February 2020 (red)



Comparison: March 2019 (blue) vs. March 2020 (red)



**Total Ridership January 2020-Present: 2,084**



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### 13) Bench Dedication Program

In December, the two plaques were installed for the bench dedications in 2019. Staff have been working with the Bandshell Committee to organize the installation of four donated benches including creating and installing their plaques. These benches and plaques will be installed by mid-Spring.

### CONSTITUENT CONCERNS & ISSUES ARISING

### STAFF TRAINING

One person attended the Networking for Municipal Event Planners Meeting and Festival & Events Ontario Conference

One person attended Festival & Events Ontario Conference

Two staff ran 3 Customer Service "Service Excellence" Training sessions for Town Staff.

All RCW Staff; Programmers, Operators, Attendants participated in ORFA Legal Awareness 1 and Legal Awareness 2

### GRANTS, CONTRACTS, RFPs & AGREEMENTS

### MEETINGS

Summerfest Committee

Canada Day Committee

Pelham Arts Advisory Committee

MCC User Group Round Table Committee

MCC Hospitality Committee

Utility Sustainability Advisory Committee

Pelham Senior Advisory Committee

Regional Waste Management

International Silverstick Opening Ceremonies

Inter Municipal Transit meetings

Senior Leadership Team

Brock University Athletics Dept

Festivals & Events Ontario



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