

RECREATION, CULTURE & WELLNESS MONTHLY REPORT

QUARTER 2 - 2020

DEPARTMENT OVERVIEW & STATISTICS

PROJECTS

1) Meridian Community Centre – Spring 2020

Highlights from the MCC

The Community Centre closed its doors due to COVID-19 in mid-March. Seventeen frontline staff received temporary layoffs; four Facility Support staff were deployed to Public Works and one Facility Attendant was assigned to painting the interior of the Municipal Office. The remaining MCC staff took the opportunity to paint most of the public spaces in the facility. The bare concrete in the Accipiter arena seating area had never been sealed, and this shut down gave staff the opportunity to seal the concrete to allow for ease of cleaning up coffee and other spills.

All windows were washed inside and outside of the building. Facility staff have been providing touch point cleaning services at the Municipal offices twice a day.

Both ice surfaces were removed. Preventative maintenance has been performed on the refrigeration system and HVAC system. While the ice pads were shut down the Magnavitalis ice technology system was installed. Installation of ice in the Duliban arena began late June for opening July 8.

In anticipation of the Region moving into Reopening Stage Two, staff began the preparations to open the Marlene Stewart Streit Park public pool. Annual maintenance was performed at the pool including cleaning, disinfecting and painting, and the pool house was made ready for the summer activities.

Refer to photos.



Recreation, Culture
& Wellness



1) Recreation Programs:

Programs:

All gym and fitness drop-in programs are currently on hold until further notice. The first session of Fit with Brock was only 2 classes away from completion. After polling the participants, there were 10 people who opted for the instructor to finish the 2 classes virtually.

Rentals:

The hockey season was halted abruptly without playoffs able to take place, which left many unfinished permits that needed adjustment or cancellation. Likewise with the room rentals, tournaments, graduations and special events could no longer take place. Staff worked with the groups to rebook for the 2021 season where possible.

With the movement to Reopening Stage Two, staff were able to start booking ice time on the Duliban arena in preparation for the July 8th start date.

Seniors:

With seniors being a vulnerable group, staff worked diligently to create a Senior's Without Walls program. This free program with group activities and presentations is telephone based from the comfort of one's home. The idea is to help seniors create friendships, while relieving isolation and loneliness. Programs included health related information, brain stimulating activities, conversation and discussion topics. Staff reached out to all service clubs and senior oriented help groups to promote this program.

Camps:

The Town of Pelham Summer Camp began on July 6th for the 2020 summer season. The summer camp program looks different this year than in years past, in order to follow guidelines and restrictions put in place by the Province of Ontario and Public Health. Camps and staff stay in consistent cohorts of 10, with a ratio of two (2) staff per eight (8) campers throughout the week, to reduce possible exposure risks. Many families utilizing summer camp are frontline workers, working in the medical field or as first responders through the COVID-19 pandemic. Rather than taking transportation to various trip locations, this year camp will be running entirely out of the Meridian Community Centre, with special guests visiting each week. Some guests include the Pelham Library, Mad Science, Niagara Falls Art Gallery and the Pelham Fire Department. Registration is open for up to 56 campers per week.

In addition to weekly day camp, the Town of Pelham is also running Bike Camp, Art and Theatre Camp, Leadership Camp and two weeks of Tennis Camp. These specialty camps will consist of two (2) leaders and seven (7) campers, leaving once space in the cohort for the specialty instructors.

Campers are doing a great job adjusting to the new camp procedures and following the new rules in place. Many new families from across the Region are attending Town of Pelham camps this year and are utilizing this service as their main form of childcare throughout the summer. Campers are excited for a summer full of camp games, sports, special guests, crafts and more!





Aquatics:

The Pelham Pool opened on July 6th to the public for the 2020 summer season. The Pelham Pool has made changes to its programs and schedule in order to follow the guidelines and restrictions put in place by the Lifesaving Society and Public Health. This year the Pelham Pool is offering lane swims, family swims, Aqua Zumba, group swimming lessons for swimmers in level 3 or above, as well as private and semi-private lessons. All participants must register in advance either online or by phone. Swimming lessons are running with smaller group sizes and from a social distance, allowing for instructors to stay on the pool deck and distance themselves from their classes. Currently all Aqua Zumba classes and Lane Swim reservations are full for the summer, with family swims filling up each week. Within the first week of the pool opening, 36 families booked a family swim time, bringing over 170 patrons to the pool!



2) SAY IT! On Stage

The SAY IT! On Stage program has found an alternate way to stay connected and continue to provide an opportunity for different generations to work together in crafting and performing an original play. A community volunteer has been facilitating conversation circles, script writing sessions, and script reading sessions for a radio play through the Zoom platform. Currently there are 12 participants that meet 2-3 times per week.

3) Meridian Community Centre – Art Walls

The MCC Art Wall Exhibit is currently on hold, due to the COVID-19 pandemic. The postponement came shortly after Rebecca Hyatt had assembled her art students' display for the month of March. The art wall has been received exceptionally well by guests at the MCC in the past, and it is the hope that the displays can soon be enjoyed again by the Pelham community.

4) Senior VIP Program

Staff has provided OTEC- Service Excellence training to a total of 25 seniors as part of the Senior Volunteer in Pelham Program. Upon the return of general foot traffic at the MCC, these trained volunteers will be stationed near the front desk and throughout the Meridian Community Centre greeting patrons, giving direction, and responding to general inquiries.

5) Big Band Dance Night

The Town of Pelham's Big Band Dance Night, featuring the Jimmy Marando Swing Band, has been put on hold as of March 17, 2020 due to the COVID-19 pandemic. The event typically takes place every third Tuesday of the month, and averages over 100 attendees per night.

6) Pelham Farmers' Market

The Town of Pelham Farmers' Market, originally scheduled to open May 7, opened June 11, 2020. In preparation for the market this year, there were many considerations made in order to provide the safest environment for the community, given the COVID-19 pandemic. This preparation included many consultations with Public Health, and many virtual Farmers' Market Committee meetings to discuss items such as layout, number of vendors, product type and preparation/packaging, vendor guidelines, proper sanitation and social distancing measures. The operating procedures proposal was submitted to Public Health May 19, 2020 and was approved June 3, 2020. The market has been in operation for 5 weeks, consisting of 13 vendors, and is averaging 260 patrons per night. The market layout and procedures have been functioning exceptionally well, and the feedback from both vendors and patrons has been very positive.



7) Canada Day

The Canada Day planning group met via conference call and zoom on the following dates; April 22, May 21, June 3, June 10. An update of all elements was provided on June 24th. A revised application to Heritage Canada for the Celebrate Canada Grant for 2020 was submitted once the decision was made to move to a virtual event.

The Canada Day virtual event in Pelham was comprised of two different areas which included the Regional event as well as content and activities designed specifically for Pelham residents.

Regional Event Summary:

Town staff worked with programmers from across the Region to participate in the Canada Day Niagara Way celebration. Canada Day Niagara Way included a video segment that was released on each municipalities Facebook and/or websites at 11am on July 1, 2020. The video was a collaboration of each of the 12 municipalities, the Niagara Parks and the Region of Niagara, which included a “flag pass” from each of the mayors, in addition to the area MPPs and Regional Chair. Niagara area talent was secured for the musical elements of the video and included performances by Tim Hicks, Pelham’s own Spencer Burton and more.

Additional video segments were produced as supplementary and were released by each municipality. These segments included a Canada Day True North Trivia, a TikTok dance lesson and a Fun Facts segment.

Promotion of the Canada Day Niagara Way a newspaper campaign that included distribution in Niagara-this-Week as well as the Welland Tribune, St.Catharines Standard and Niagara Falls Review. A radio campaign highlighting the virtual event was completed and included Country89 and GiantFM.

A final promotion which ran from June 30th to July 8th, included a share how you celebrated Canada Day the Niagara way, and was open to all Niagara area residents. Pelham entries accounted 38% of all entries across the Niagara Region.



Pelham Event Summary:

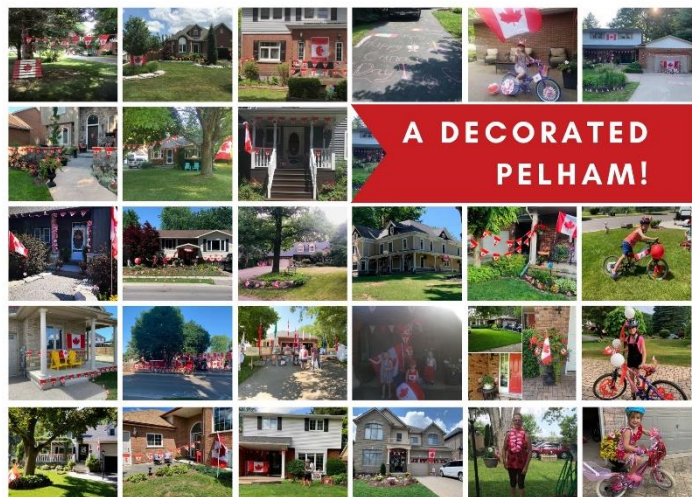
Town staff worked with the planning group to implement elements for the community. Canada Day Décor kits were developed and were assembled and then the initial 250 kits were requested within hours of the release on social media. Additional kits were acquired to allow for a combined total of 425 kits delivered by Rotary, planning group members and supported by town staff. The response from the community was positive.

Prior to Canada Day, the Canada Day Charity shirts were offered for residents to purchase. Funds from the purchase will be provided to Pelham Cares.



Multiple contests were run, which were sponsored by Lance Weibe, included the House decorating contest and the youth bike decorating contest. Winners were selected by a random draw from all

eligible entries. Prizing for the house decorating contest was \$20 in Market Bucks for 10 winners and the bike decorating winners received a Canada Day prize pack that included a gift card for \$25 as well as a bike related items from the Active Transportation Committee.



The virtual celebration for the Town of Pelham included the following segments; yoga and Zumba, messages from the Mayor and MPP, a bilingual version of O Canada, a pass the flag segment from MYAC, a video montage with the Ontario song, a 30 min Mad Science that featured Pelham scientist Lava, local family the Shatford Six acapella rendition of O Canada, a set from local talent Copper & Iron and a separate set from By Design. The videos and online content were hosted by Pelham resident and professional actor Darren Keay.

Content continues to be available on the Town website and as a dedicated playlist on the Town Facebook. On July 1, 2020, Facebook analytics specific to that 24 hour period saw, 6055 video segment views, 17 new page likes, 31 page followers and a total of 5868 minutes of video viewed. The posts have continued to have reach past July 1.



8) Summerfest

The Summerfest Committee met via tele-conference on April 22 2020, results of the meeting were to put forward the recommendation to cancel Summerfest because of COVID-19 impacts. The next committee meeting has been scheduled at the call of the chair.

Vendor applications that were selected for the 2020 Summerfest event, were contacted by email to advise of the event cancellation. Vendors were encouraged to watch for the 2021 applications. Vendor responses were positive and supportive of the cancellation decision.

The sponsorship campaign had begun prior to COVID-19 impacts, with a number of returning sponsors indicating their continued support of the event. All sponsors who had submitted funds for the 2020 season received a refund. Any invoices issued to sponsors that had not submitted funds for the invoice were cancelled. Entertainment acts that were in consideration were advised by the committee of the cancellation.

9) Easter Egg Hunt

The annual Easter Egg Hunt for 2020, which was scheduled to take place over Easter Weekend at Centennial Park in Fenwick, was cancelled due to COVID-19.

10) PelhamUNITES

Amid COVID-19, the PelhamUNITES hashtag was developed to create a portal to additional activities and resources for residents to access and showcase community spirit. An area on the website was created to highlight ways to participate. This included the painting at the Meridian Community Centre windows, custom colouring sheets and the promotion of PelhamUNITES rocks. Community members and MyPelham continued to share images through social media with the hashtag.



Our Photo of the Week courtesy of Tracy Strycker of [Salon Allegra](#) is a local sign sharing a [#PelhamUNITES](#) community spirit message.

Share your photos of window decorating, sidewalk or driveway chalk messages, deliveries to loved ones, supporting local businesses, or anything else that shows the Pelham community spirit., using [#PelhamUNITES](#), and tag the [Town of Pelham](#) on Twitter, Facebook, and Instagram.

Live ❤️ Love ❤️ Local MyPelham Update May 25th
Update - <https://mailchi.mp/7db71732d3bc/livelovelocal-mypelham-update-april-13th-update-2438310>



11) Christmas in Pelham

Initial discussions on the Christmas in Pelham for the 2020 event have begun. Staff are evaluating and researching logistical implications and best practices for the event. COVID impact for in person events will be contingent on recommendations from Public Health for the 2020 event. At this time, staff are proceeding with the planning process for the event.

12) Street Pole Banners

RCW staff worked with the Communications & Public Relations Specialist, Marc MacDonald, to develop new spring/summers banners for installation. Completed banners were installed in June.

13) Volunteer Enhancement Campaign – Spring 2020

Over the Spring, Staff interviewed four new volunteer applicants via Zoom who were added to this database.

As Recreation events and programs have been cancelled and Town facilities have been closed to the public since mid-March, there have not been any of the annual volunteer opportunities within the Recreation Department. On a usual year, volunteers would have been requested for the annual Easter Egg Hunt, Canada Day celebration and within our Summer Camp programs. As well, volunteer recruitment for Summerfest would have been in full swing. The Senior VIP program at the Meridian Community Centre has also been suspended until further notice. Staff are investigating the possibility of creating virtual volunteer opportunities.

14) MYAC Updates

The 2019/2020 MYAC term has now come to an end, as it usually does with the school year. This term ended abruptly due to COVID-19, leaving many of the Councils plans and projects left unfinished. MYAC is excited to pick up where they left off when their new term begins in September, with a new council and new executives. Applications for the 2020/2021 term are now being accepted and are to be submitted online by July 31, 2020. The council wishes all members who are graduating and moving on to post secondary school the best of luck and thank them for the many years they have served on MYAC!



15) Pelham Transit Update – Spring 2020

To date, as indicated below, Pelham Transit has had a total of 2,290 riders since January 2020. The COVID-19 pandemic has had a significant impact on Pelham Transit's ridership. On March

23rd, Pelham Transit reduced the schedule to a Saturday route and encouraged no interaction with the fare box. On April 14th, Pelham Transit switched to a Dial-a-Ride service where riders book their rides forty-eight hours in advance. All riders are pre-screened at the time of booking, as well as by the driver at pick-up. All riders are strongly encouraged to wear face-coverings while aboard public transit.

At the end of March, Pelham Transit sectioned off seats on the bus to encourage social distancing and limit the number of riders on the bus at one time. Daily disinfecting and cleaning between riders is being completed.

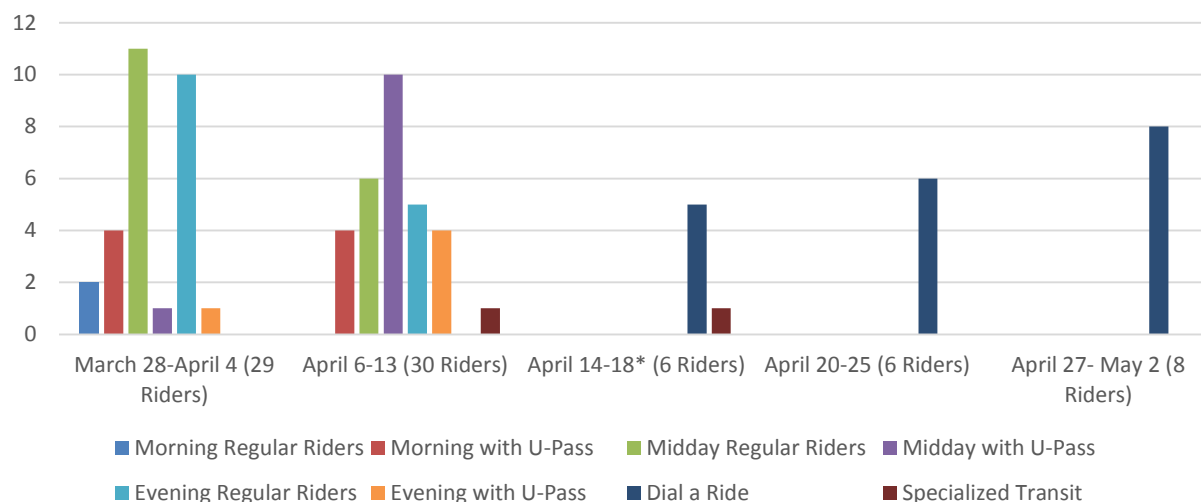
On July 2nd, Pelham Transit will start collecting our regular fares again, with the exception of the accepting uPasses from the College or University.

As shown in the graphs below, the significant decrease in ridership is due to the COVID-19 pandemic. **Social distancing precautions, school closures and more individuals working from home have resulted in a significant decrease in ridership numbers since late March.** Since the switch to the Dial-a-Ride system, the remainder of the month of April had an average of seven rides per week. The month of May saw between seven and twenty rides per week and June saw between twelve and twenty-five rides a week. Most of these riders were utilizing Pelham Transit to get to or from work or to get groceries.

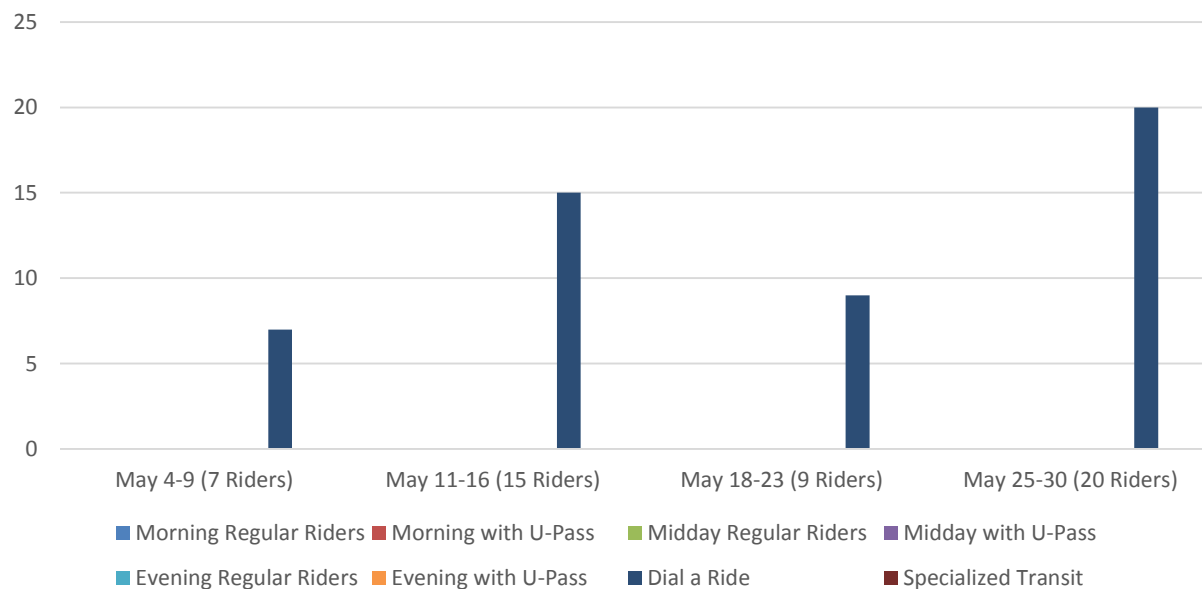
In April, seven Gold level sponsorships were renewed for the second quarter of 2020.

See below for transit ridership during the months of April to June 2020. To remain consistent with past Committee of the Whole reports, the graphs have remained the same. However, as Pelham Transit is operating as a Dial-a-Ride service, Dial-a-Rides are the only ridership category displayed from April 14th.

Pelham Transit Ridership April 2020

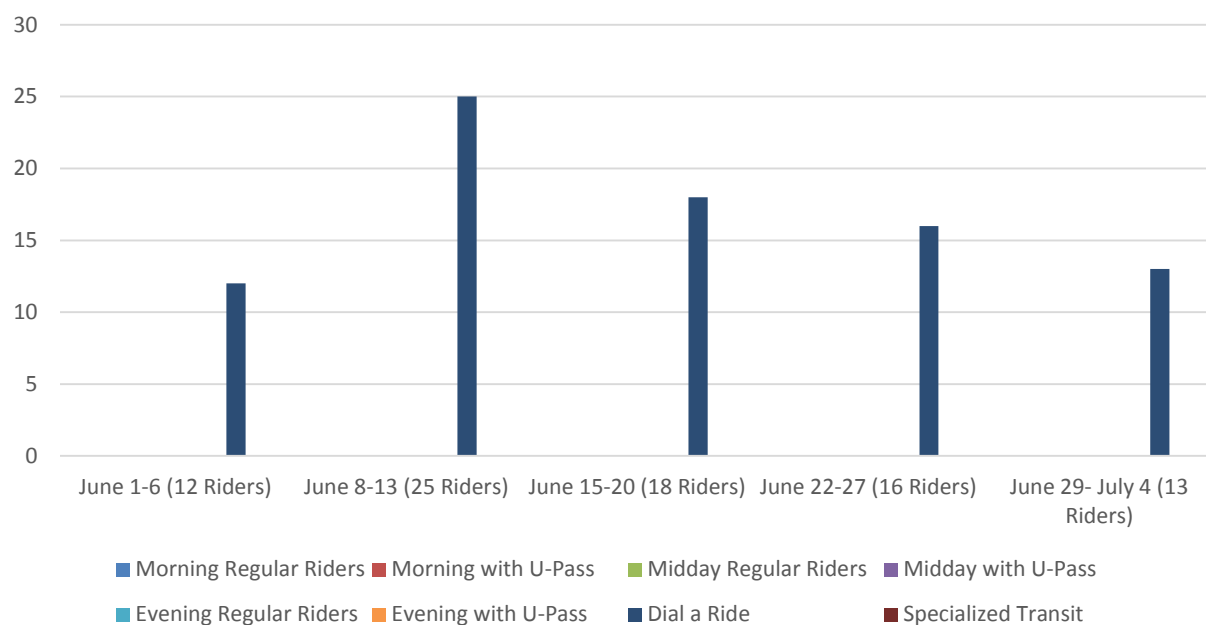


Pelham Transit Ridership May 2020



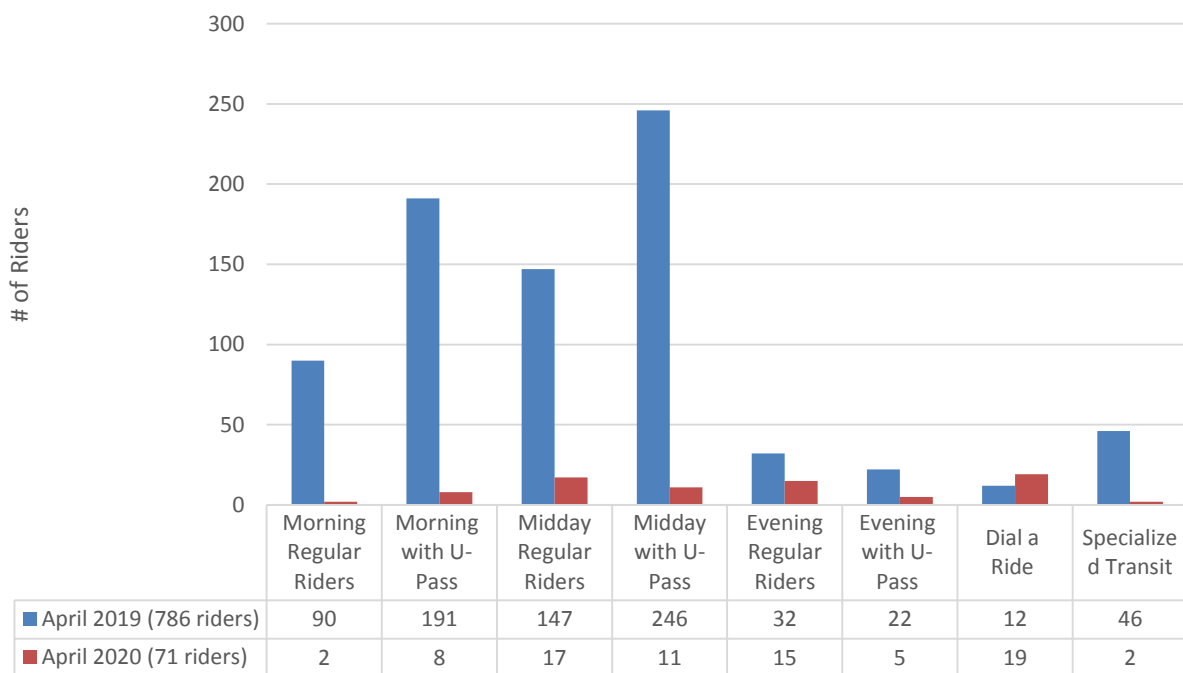
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Pelham Transit Ridership June 2020

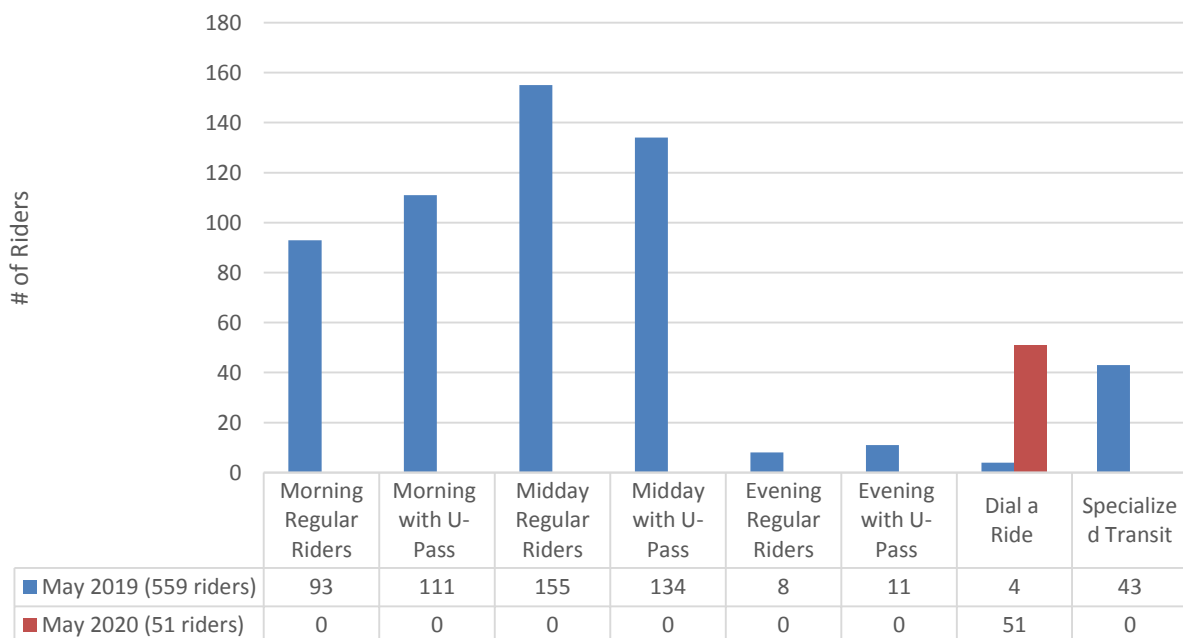


See below for comparisons between ridership during the months of April to June 2020:

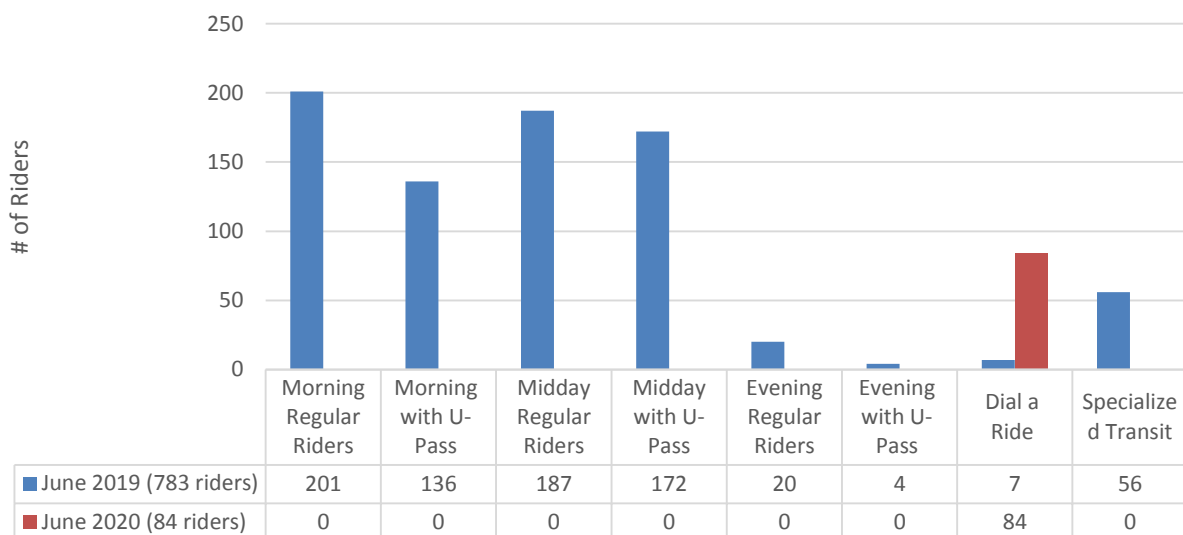
Comparison: April 2019 (blue) vs. April 2020 (red)



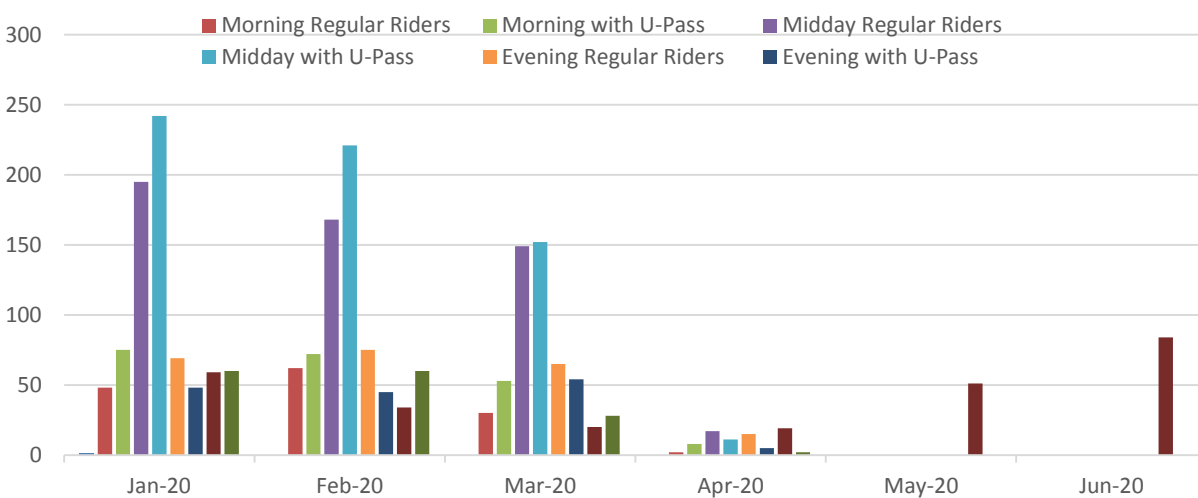
Comparison: May 2019 (blue) vs. May 2020 (red)



Comparison: June (blue) vs. June 2020 (red)



2020 Transit Summary



Total Ridership January 2020-Present: 2,290

www.pelham.ca/transit



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16) Bench Dedication Program

Staff have been working with the Bandshell Committee to organize the installation of six donated benches in Peace Park including creating and installing their plaques. Four of the six benches have been installed with plaques in production stages. The last two benches and plaques will be installed by mid-Summer.

17) Pelham Support Network

The Town of Pelham along with the Fonthill Lions and Fabulous Fenwick Lions organized the Pelham Support Network (PSN) to assist residents during the COVID-19 pandemic. Local businesses partnered with the PSN to prepare grocery orders for the volunteers to deliver to residents using contactless porch deliveries. The list of partnering businesses included: Shoppers Drug Mart, Pharmachoice, Sobeys, Devries Fruit Farm, Fenwick Pie Company, Pelham Cares, Churchill Meats, Nature's Corner Bakery and Café and Rumar Farm. Orders were delivered by the Lions, community volunteers and Meridian Community Centre facilities staff. This service was utilized by 920 Pelham Residents between March 25th and June 30th. This includes residents who had pre-existing health conditions, scared of leaving their home, single mothers who did not wish to take their young children into the grocery store, seniors who were in self-isolation, and those returning from travel who were unable to go out in their community to shop for essential items. This initiative was a great success and provided a feeling of community for those who needed it most during this time. This would not have been possible without the efforts from the Fonthill and Fabulous Fenwick Lions.

CONSTITUENT CONCERNS & ISSUES ARISING

PERSONNEL

Networking for Municipal Event Professionals - COVID impact
 Sponsor Circle - Event Impact webinar series
 Sponsorship Collective – Chris Baylis - Virtual Sponsorship Conference
 Senior's Centre Without Walls Webinar + Program Training (March 31, April 6)
 Online Virtual Camp Webinar (April 17, May 1)
 ORFA Webinars (April 22, April 29, May 27)
 Lifesaving Society Webinars (April 29, May 5, May 20)
 Region Camp Conference Calls (May 6, May 13, June 18, June 19)
 Aquatic Sharing Information Group Zoom Call (June 2)
 PRO Virtual Programming Webinar (July 8)
 Registered for PRO online Educational Forum from July-December



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GRANTS, CONTRACTS, RFPs & AGREEMENTS

Revision to – Celebrate Canada Grant application - for virtual delivery of Canada Day COVID-19
Revision to – Niagara Investment in Culture (NIC) application due to COVID-19

MEETINGS

Summerfest Committee
Canada Day Planning Group
MCC User Group Round Table Committee
Inter Municipal Transit meetings
Senior Leadership Team
Pelham Farmers Market Committee



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