

**RECREATION, CULTURE & WELLNESS QUARTERLY REPORT**

Monday, April 19, 2021

**Reporting Period:** Recreation, Culture and Wellness  
Quarterly Report: January, February & March 2021**Recommendation:**

**BE IT RESOLVED THAT the Q1/2021 Recreation, Culture and Wellness Department Report 2021-0073-Recreation be received for information.**

**DEPARTMENT OVERVIEW & STATISTICS**

The Recreation, Culture & Wellness department has been following the color coded provincial framework for all programming and facility operations during the months of January, February & March.

**PROJECTS****Highlights from the Meridian Community Centre & Facilities Update**

The MCC was closed for the months of January, February and part of March as the Region was in Grey lockdown. The building did host some internal training during this time. The closure allowed time for the replacement of the suction valve on compressor two. This day long refrigeration plant shutdown would have disrupted regular building renters had the facility been open.

During the lockdown one facility staff accepted layoff, and other facility staff assisted the Public Works department with trail inspections, fire hydrant testing and garbage pickup. The remaining staff, continued to paint areas of the building that had not yet been touched up and sealing of concrete throughout the facility. Old Pelham Town Hall also had its main hall and washrooms painted. Staff also participated in a 'dry run' vaccination set up and were trained on the cleaning of the vaccination space by the Region.

Below is an image of the MCC Gymnasium vaccination clinic:



The Gym floor covering was delivered in March and is currently in use protecting the hardwood floor in the Gymnasium currently set up for Pelham's vaccination clinic. Below is an image of the gym mats stored in the receiving bay:



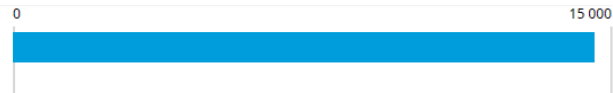
The facility reopened in Red Zone on March 1 and was restricted to 10 participants per space. The facility averaged 458 people per day for a total of 14219 visitors for the month. Below is an image of the average people per day through the MCC:

01/01/2021 - 03/31/2021: Custom period

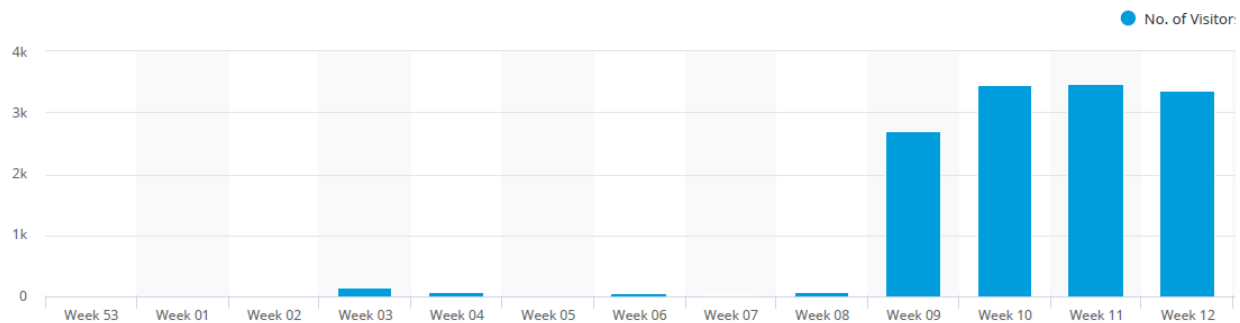
System Default

No. of Visitors Coming In

14 572



No. of Visitors Coming In



## Programming & Rentals at the Meridian Community Centre

Due to the Covid-19 pandemic, programming at the MCC continued to be limited to Brock Senior Fit and Ladies Stick & puck.

Ice rentals continued to be in high demand with both rinks operational during the month of March with bookings 7 days a week from 7am – 10pm daily. January was the beginning of the winter rental season.

Pelham Minor Basketball were the main users of the gym, with an odd rental to individuals for shooting hoops only.

## SAY IT! On Stage (Seniors & Youth Intergenerational Theatre, On Stage)

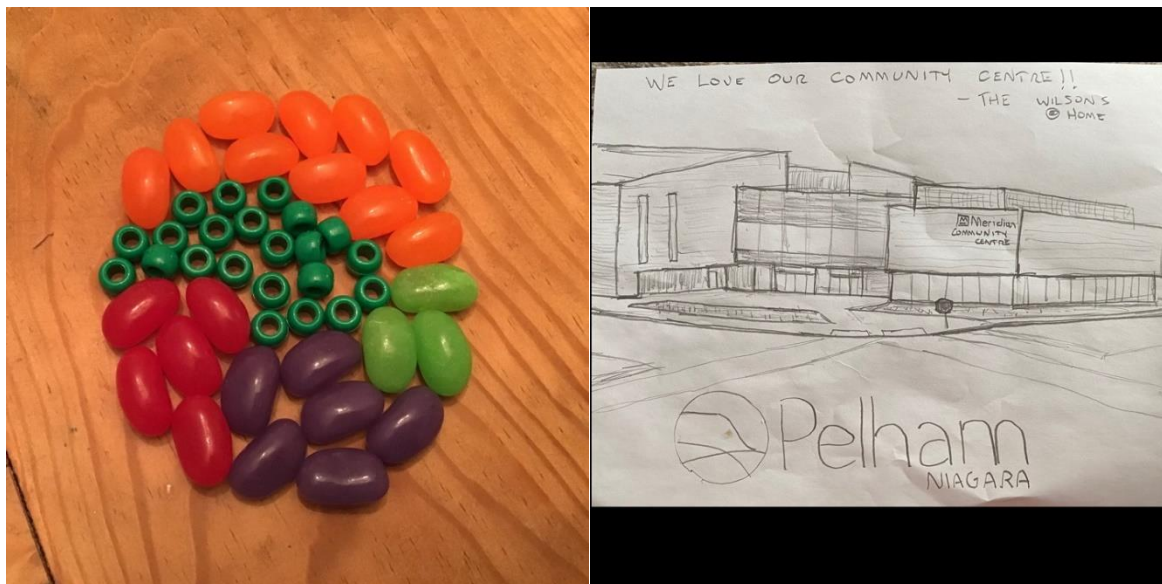
The SAY IT! On stage group have continued to meet virtually since the beginning of January. It is a mixed group of 15 seniors & youth, they group have been able to develop a script for a video production that is titled "Millennium Mission to Mars" the video production is set to be completed by the end of June 2021. [www.pelham.ca/arts](http://www.pelham.ca/arts)

## Family Day – Virtual Scavenger Hunt

The Family Day Adventure in Pelham took place from February 12 – 15. During that period, Niagara was issued a stay at home order; Staff were able to offer a virtual scavenger hunt. Staff utilized the community expo contacts from previous Family Day Events and requested that community groups participate in the virtual scavenger hunt by submitting "missions" which residents could complete from the safety of their home. In total, there were 64 missions, 2,022 submissions and 74 teams registered. The virtual scavenger hunt ended with a 7 way first place tie, the prizes were awarded to each winner with the support

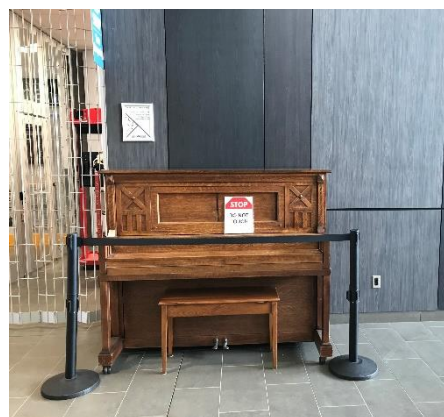


from Peter Pipers and a donated Ancestry DNA kit from the "Find Your Ancestors Genealogical Services" that operates in Fonthill. Overall, the Family Day Adventure in Pelham was a success. Below are two images from submissions on the goose chase app: The first photo was from a mission called "recreate the Pelham logo" and the second photo was a mission called "Pelham Proud"



### **Davis Hall Piano – Sam Derreck**

The piano that sits in the atrium of the Meridian Community Centre (MCC) is the original piano from Davis Hall. The piano will be dedicated to the previous Recreation Director Sam Derreck (1957 – 1983) for his contributions to Recreation in Pelham. The dedication will feature the story about Davis Hall, images of Sam Derreck playing the piano and a tribute to Sam Derreck and his dedication to the development of recreational programming in Pelham. Staff are hopeful that the tribute will be installed in the MCC atrium by the end of May 2021.



### **Pelham Farmers Market**

The Pelham Farmers Market Executive met in January and in March to confirm operational details for the 2021 season and select vendors based on application submissions. The 2021 Farmers Market season will be identical to operations from 2020, and operate as a covid-market, with one entrance and one exit and minimal social interaction. The Farmers Market will also be releasing a virtual

scavenger hunt starting Thursday May 6 called Junior Growers; it is an opportunity for Market goers to participate in an all season virtual event. All the information about the virtual scavenger hunt and list of vendors can be found on the Pelham Farmers Market website: [www.pelham.ca/farmers-market](http://www.pelham.ca/farmers-market)

### **Community Clean Up – Pitch in Week April 18 – 24**

Staff have worked with Pitch in Canada, Parks and Roads departments through the month of February & March to organize Pitch in Week. Pitch in week has 100 participants signed up to date. More information about pitch in week can be found [www.pelham.ca/cleanup](http://www.pelham.ca/cleanup)

### **River Estates Park Development**

Staff have been working with Parks & Purchasing department to develop the draft RFP for the River Estates Park Development at 30 Bergenstein Crescent. The anticipated completion date in the RFP is September 2021. Updates on the project will be available through <https://engagingpelham.ca/> platform.

### **55+ Programs:**

#### **Art Your Service**

The Senior's Advisory Committee made the decision to renew Pelham's Art Your Service membership through the winter months, offering free virtual programs to residents in an effort to combat feelings of isolation, while encouraging healthy practices from the comfort of their own home. Art Your Service offers programs over Zoom, twice a day, five days a week, including both active and social programs for individuals of all ages and abilities. These programs help to promote healthy living and encourage socialization, both live, or for individuals to complete on their own time, following recordings made available to all members. This program has received great feedback from all of those who have participated.

#### **Brock Fit**

Functional Independent Training (FIT) with Brock was able to resume as restrictions allowed, beginning March 8th for 12 weeks. This program is run in partnership with Brock University Kinesiology students, who use what they have learned in their studies to offer circuit activities that focus on supervised functional strength, cardiovascular and balance training. This program has always been extremely popular, with this session running with 18 participants out of 20 available spaces.

#### **Fraud Webinar**

The Pelham Senior's Advisory Committee in partnership with the Ontario Securities Commission offered a free Fraud webinar to help educate the public

around current topics around how to stay protected from current scams taking place. This virtual webinar took place on Tuesday January 12 from 10:30-11:30am and had 24 residents registered to attend.

## **Youth Programs**

### **March Break Camp**

The Town of Pelham was ready, prepared and excited to offer March Break Camp this year. Staff were hired, registration was open, campers were registered and the programming was planned. Unfortunately, COVID-19 had different plans, causing the March Break to be postponed until April. The recent Lockdown announcement cancelled plans for camp. The Town of Pelham will be prepared to offer this camp at a later time if the opportunity is available and restrictions allow.

### **Virtual Drawing Class**

The Town of Pelham was able to take a program that was once ran in person, and turn it into a virtual experience for youth! This 5-week virtual anime drawing class was a great success, and enjoyed by all participants. 11 young artists joined into weekly classes from January 9th to February 6th, learning new artistic skills and techniques. All supplies were included in the registration fee, and were delivered to participants by porch drop off before the start of the program. This program was a great success, and the Town would consider running a similar program again, but would be aware of doing so during a time when schooling is not running as virtual. This will help to ensure that the youth participating are not getting screen exhaustion, and could potentially increase registration.

### **Preparation for Summer Programs**

In preparation for the summer season, all camp and pool interviews have taken place, and all positions have been filled. The planning of programs and activities have already begun, with hopes that updated guidelines will be released shortly by the Province and Public Health. Once these guidelines have been released, registration will be open to Pelham residents for 2 weeks, before opening for the rest of the Region.

### **MYAC Updates**

MYAC has continued to work hard virtually, holding meetings within each subcommittee, and continuing to set goals for the future. MYAC has been contributing ideas for events such as Family Day and Easter, and is excited to participate in Pitch-In week this Spring. Looking to the future, MYAC is looking forward to hosting a Youth Forum, to allow them to best serve and support the Youth of Pelham, and have their voices and ideas heard.

### **Pelham Bucks: #shoppelham #supportlocal**

With support from a grant from Niagara Economic Development, the Pelham Bucks program was highlighted as part of a social media and newsprint campaign to encourage the #shoplocal and #shoppelham and support local area business. An online call for a "why you love local" was completed and 79 entries were received showing support for Pelham area business locations. The marketing support for the initiative included; a media brief, newspaper advertisements in the Voice of Pelham, digital advertisement in mypelham.com



and inclusion in the mypelham digital newsletter, distribution with Country 89 digital newsletter, sponsored social media posts and rolling banner ads on the Niagara this week digital publication. As a result of the campaign an additional 14 Pelham area business locations joined to be part of the Pelham Buck program.

### **Hoppin' Easter in Pelham**

The annual Easter event in Pelham moved to a hybrid style to adhere to pandemic protocols. The Hoppin' Easter in Pelham included four key elements.



1. Hoppin' By Bunny Visits. Residents pre-registered for a curbside delivery from the Easter Bunny, which were available on April 1- 3. 128 families across Pelham received a curbside delivery over the three delivery days, accounting for 280 Pelham youth.



2. Hoppin' Virtual Magic show was a live virtual show over zoom that had interactive audience participation. The show ran April 3 at 3pm and had 45 families logged in to be part of the show; the Easter Bunny also made a virtual visit to the start of the show. Overall event attendance estimated at 150-175 viewers based on average family size. Local magician Scoop McCoy presented the show and provided an at home printable magic trick kit so participants could learn three magic tricks as part of the show. The at home printable magic kit was distributed by Town staff and included additional sponsor information. The virtual magic show event was sponsored by Xplornet.



3. The Hoppin' Easter Hunt, Sponsored by Policella Homes was provided on the virtual goosechase all platform. Families registered as a team ranging from 2 to 8 players per family to complete in virtual scavenger hunt missions over the four days of the Easter weekend. In total 84 different missions were released that focused on safe exploration of parks and trails, and Easter geared family fun ranging from egg races to coloured item hunts. From the 84 missions that were released the 55 active teams completed a total of 2352 missions. Specific prize missions of minimum value of \$25 were released that were sponsored by local businesses including; The Voice of Pelham, Hamiltons of Pelham, Everyday Market, Churchill Meats, DeVries Farm, and Allure Spa and Wellness. The overall leaderboard provided prizes for the first place winner, as well as a three way tie for 2nd and 9 additional runners-up prizes, provided with support from the overall event sponsor Policella Homes
4. The Hoppin' Easter Colouring Contest had 99 entries from youth across Pelham ranging in age from 2 to 12 years old. A draw from all submission took place on April 6th and two prizes were awarded.



Community feedback from the event was positive and included messages from participants:

*Thank you so much for doing this for everyone! This is great fun to do as a family and helps keep the kids busy and excited! We are proud to live in such a great town. – Jennifer*

*Can I just say these Easter activities have been so amazing... We had the Easter bunny come yesterday, and kids loved it! The activities have been so fun to help fill up the weekend and get everyone excited, especially in these uncertain times. Seriously GREAT JOB!!! I feel very lucky to be part of this community! Keep up the great work! – Melissa*

*I just want to say how much gratitude I have for you and everyone behind these events. With so much bad news this is such a welcomed change. Our kids had so much fun and we feel so lucky to be in such a wonderful place. Thank you ! - Michelle*

### **Canada Day Celebration 2021**

Planning for this years Canada Day celebration has continued with the assistance of the Pelham Canada Day planning group. Various elements are being explored that would allow for a celebration that could adjust to pandemic restrictions within the coloured framework. A Bang The Table (BTT) community engagement survey was made available for feedback regarding the elements being considered for Canada Day, and has been promoted via social media channels. There have been 29 responses to date, which rank in order from most interested to least interested activity. The current ranking shows the top five elements requested to be:

1. App Based Scavenger Hunt
2. Celebrations Kits
3. Drive-thru parade experience
4. Home decorating contest
5. Pelham Canada Day T-shirt with proceeds to charity.

The Canada Day Regional planning group, which includes representation of programmers from municipalities across the region in addition to the Niagara Parks, have been meeting monthly to discuss a joint Canada Day the Niagara Way element that will continue on the success of the 2020 event. Utilizing the digital platform "goosechase" municipalities are working towards a regional goosechase element and marketing campaign to support the event.

Pelham will also offer a drive thru Canada Day parade as long as the provincial framework allows, based on the framework used in the Santa Claus Parade. Staff have been involved in correspondence regarding the annual Canada Day grant, applied for in the fall, and have been advised that modified

virtual/hybrid will be considered for funding and revised plans can be submitted for review. Staff continue to consult with event programmers across municipalities in Ontario. Staff are evaluating and researching logistical implications and best practices for the event for both in person and virtual programming. The impact for in person events will be contingent on gathering limits and Public Health requirements.

### **Pelham Summerfest**

As detailed in the report #2021-0067- Recreation, 2021 Events and Festivals Update The current pandemic gathering limits do not support the annual four day event in Pelham. A discussion with a limited number of Summerfest Committee members occurred on March 22 2021 to review the impact of COVID-19 and the Provincial framework for events. With the diverse nature of the event, a virtual event, or modified is not recommended as an alternate. Based on the large gatherings that result from the different elements of the event, the recommendation is to cancel the event for 2021. Committee members present were supportive of using the Town funds allocated to Summerfest for the support of applications for grant requests for alternate mini events.

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

The Veterans Banner program for inclusion in the 2021 installation are now open. Staff will continue to support the program with the assistance of coordinating location installations for any new banners added to the program.



## Transit Update January 30, 2021:

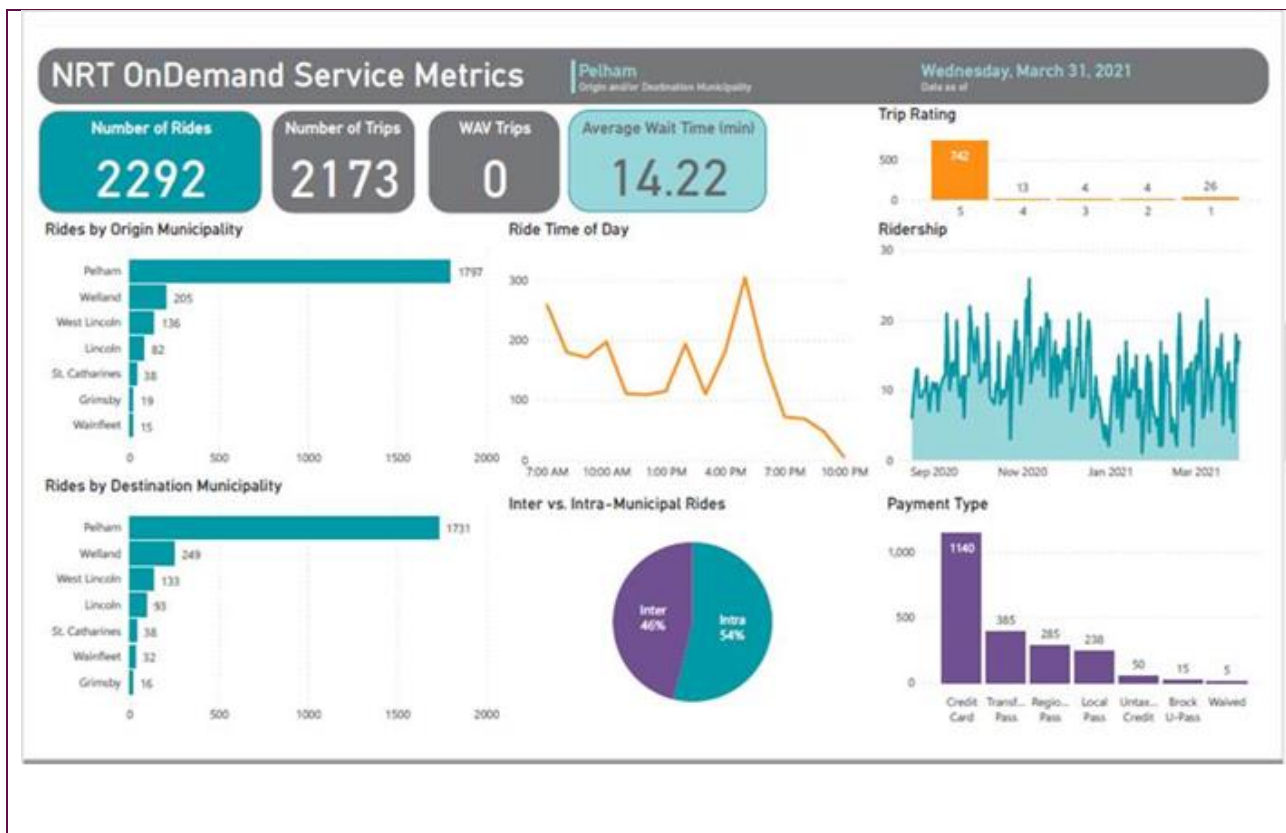


## February 27, 2021:



## March 31, 2021:





## STAFF NOTES

Ryan Cook Acting Director of Recreation returned to Manager of Public Works on February 25, 2021

Vickie vanRavenswaay returned as the Director of Recreation, Culture & Wellness February 25, 2021

Julie Cook will be retiring on April 16, and Halee Braun has started as the Recreation Facilities Coordinator on March 22

Kathy Haist has been hired as the Recreation Administrative Assistant and started March 31

Brittany MacLean attended the Aquatic Information Sharing Group Meeting (February 23, 2021)

Brittany MacLean attended a ActiveNet Introduction to Restorative Justice webinar (March 25, 2021)

Brittany MacLean attended the Recreation Program Sharing Group Meeting (January 21, 2021)

Brittany MacLean attended the OCAO Regional Quarterly Check in Meeting (February 23, 2021)

Leah Letford; Special Events and Festivals Programmer completed ORFA – Legal 1 training

Leah Letford & Jodi Shishkov attended Festivals & Events Ontario Virtual Summit

#### GRANTS, CONTRACTS, RFPs & AGREEMENTS

Healthy Communities Initiative – Pelham Minor Baseball Application submitted March 9, 2021  
Healthy Communities Initiative – Peace Park March 9, 2021  
Niagara Investment in Culture Grant Application submitted March 9, 2021 – Culture Crawl  
Reconnect Festival and Event Grant Program (replaced Celebrate Ontario) – deadline is April 20, 2021  
Application for Participaction Community 2021 June Grant program

#### MEETINGS

MCC User group roundtable zoom meetings  
Niagara Parks and Recreation bi-weekly information exchange zoom meeting  
Niagara Community Foundation Grant Information Session  
Reconnect Information session with Minister Lisa MacLeod  
Meeting with Paul Samson Ministry of Heritage, tourism, sport and culture industries, Niagara Regional Advisor  
Network of Municipal Event Planners Meeting  
Farmers Market Executive Meeting  
Thursday Night Experience Meeting  
TD Friends of the Environment Tree Plant Event Discussion  
Pelham Seniors Advisory Zoom Meeting  
Mayor's Youth Advisory Zoom Meetings  
The Pelham Tennis Association Meeting  
Summerfest Committee met, without quorum March 22 2021  
Pelham Canada Day Planning Group met virtually – February 18th and March 18th