

Recreation, Culture and Wellness Quarterly ReportMonday, January 24, 2022

Reporting Period: Recreation, Culture and Wellness Quarterly Report for the period: Q4 2021

Recommendation:

BE IT RESOLVED THAT the Q4/2021 Recreation, Culture and Wellness Department Report be received for information.

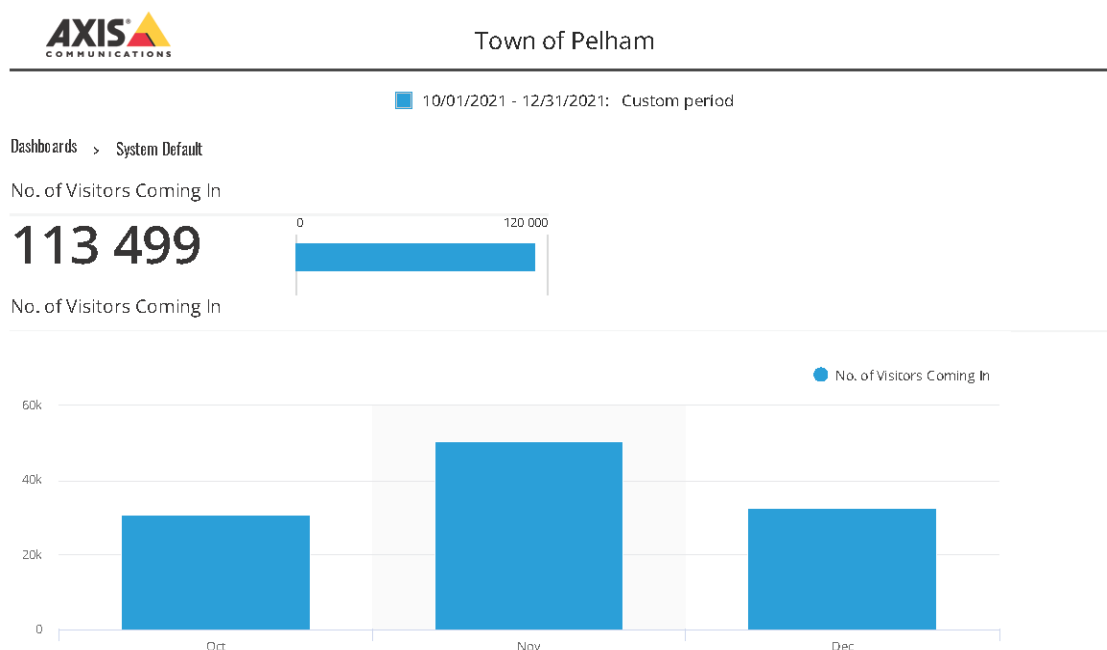
Department Overview and Statistics:**Projects:****Facilities, Programming and Rentals**

The Town of Pelham's Facilities team saw a busy October, November and December with capacity limits increased back to full for indoor programming and spectators. In October 30,642 visitors came through the Meridian Community Centre doors. The Niagara Region vaccination clinics in October were also busy running by both appointments and walk-ins prior to switching focus to a children-only clinic by November. Ice rentals were at maximum capacities, seeing Pelham's user groups such as PMHA, NCSC, Southern Tier Admirals and Junior B Panthers taking on the majority of available ice times. Facility Staff were busy with all the indoor programming following Provincial guidelines, keeping the facility clean, safe and disinfected for all visitors.

November saw 50,326 visitors through the Meridian Community Centre, including a small women's hockey tournament of 8 teams at the beginning of the month and the Niagara Regional Silver Stick at the end. Winter programming such as public skating, shinny, stick and puck and ticket ice were back in action seeing attendances back to full capacity. The Meridian Community Centre has had many happy visitors express gratitude for opening doors to the public once again, keeping them active, playing their

favorite sports and all the while safe by following Provincial guidelines and decisions made by the Emergency Operation Centre. Staff were most proud to back some normality to the community's lifestyle, and facilities. New Ontario Regulations saw the Meridian Community Centre require proof of fully vaccinated visitors for 12 years and older with limited exemptions for users of various organized associations. Due to these new regulations the Town of Pelham hired help from Signal 88 Security to aid in the initial rollout but ended the needs for security at the beginning of December.

In December, the Meridian Community Centre had 32,531 visitors primarily for ice programming and basketball in the gyms. In the last 3 months the Meridian Community Centre has had 113,499 visitors making use of the facility, staying active and keeping staff on their toes.



Culture Crawl:

The Town of Pelham collaborated with the Niagara Region to feature the Pelham Culture Crawl, during Culture Days, 2021. The Culture Crawl event encouraged cultural and creative participation in a workshop atmosphere. The workshops encouraged community engagement and inclusion through the in-person participation of people from 22 years of age through 85.

The Town of Pelham, with support from the Niagara Region, hosted four workshops of different artistic mediums:

Paint Party with Beverly Sneath - October 6th at 6:00pm-8:00pm

Creating a Farmhouse Clock with Erika Bachynski - October 13th at 6:00pm-8:00pm

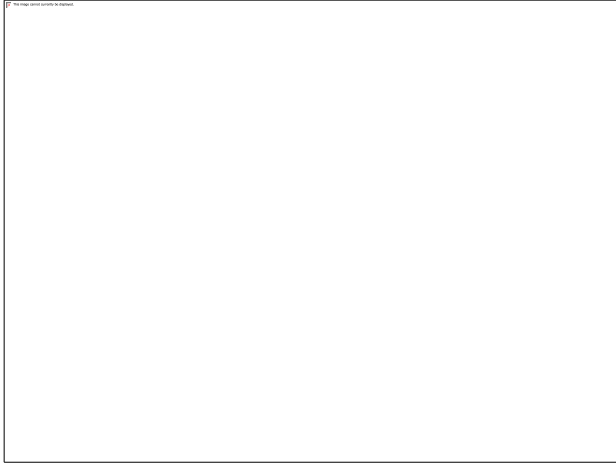
Music Business/Drum Clinic with Jim Casson - October 18th at 6:00pm-8:00pm

Acrylic Watercolour Painting Class with Mary Powley - October 20th at 6:00pm-8:00pm

Many of the registrants were participating for their very first time in a creative, artistic workshop. Some of the highlights from the participant feedback was that many were able to explore untapped talents and interests, and discovered a new creative side that they may never have explored.

With these in-person workshops, assuring everyone's safety became the top priority. Effectively communicating current restrictions and procedures (proof of double vaccination, mask requirement, etc.) to all participants was a key component to ensuring each participant arrived to their workshop prepared with the appropriate materials. Participants were provided advanced information on a dedicated area on the Town of Pelham website. Through the online ticketing and registration process, participants were able to receive timely and accurate information regarding COVID-19 protocols. Participant feedback regarding measures put in place was positive.

The Recreation Department intends on continuing to run artistic workshops on a regular basis in the future, as the response from participants was overwhelmingly positive.



Welland Museum Display:

Through a partnership with the Welland Museum, as a part of Culture Days, a self-guided exhibit was in place at the Meridian Community Centre from September 22, 2021 to October 29, 2021. The exhibit featured artifacts and memorabilia that reflect the culture and history of the Town of Pelham. Some of the exhibit highlights were a large-scale map of the local area dating back to 1862, local area school items, and artifacts from a local archeology dig.



Youth Holiday Art Workshop:

The Town of Pelham and the Pelham Arts Advisory Committee prepared a safe, yet interactive youth workshop experience, which was led by Veronica MacDonald. The workshop took place in the Kinsmen community room at the MCC. Ten children, ages 6-10 participated in a holiday themed painting workshop, aimed to foster their interest in art and spread some holiday cheer! Participants completed an 8x10 acrylic holiday painting on canvas. Parents had the option to stay with their child to assist, or drop them off and return for pick-up.

Red Dress Project:

On November 26, 2021, staff coordinated an official reveal of the REDress installation at the Meridian Community Centre. The purpose of the project is to bring awareness during the 16 Days of Activism against Gender-Based Violence & Violence against Women. Red dresses were installed at the Community Centre based on the inspiration of the 2010 installation which was developed by Metis artist Jamie Black. The use of red dresses in the display is to represent missing and murdered Indigenous women and girls.

Representatives from the **Canadian Federation of University Women (CFUW)** Welland and District, Kathy Shaw, president and Carol Harding, past president were onsite to speak about the installation. Shyann Jenkins, **Lifelong Care Coordinator of the Niagara Regional Native Centre**, attended and gave a presentation sharing personal experience and highlighting the importance of the Red Dress Project.

SAY IT! On Stage – Millennium Mission to Mars:

The participants of SAY IT! On Stage have once again demonstrated their ability to take imagination and creativity in new directions. The latest undertaking, a film titled *Millennium Mission to Mars*, is a flight into the fantastic. This project proved a wonderful exercise in community-building, the core aim of SAY IT! On Stage. The idea was conceived during Zoom sessions held in February 2021, and the writing team from the group began composing the script in March. Rehearsals then ensued, still entirely on Zoom. In June, when the loosening of COVID restrictions allowed for up to 5 actors at a time to gather outdoors, they moved the scene rehearsals to Peace Park. In August, the group was able to use indoor space at the MCC to film segments of the mockumentary. Since then time has been spent compiling hundreds of film segments from various cameras, and putting them all in order. It has proven a mammoth task. Despite all of these challenges, *Millennium Mission to Mars* will soon be ready for release. It represents a real success in building relationships between creative individuals in our community. Full of such colourful characters as Berry Berryman, Frances Tortal, Arabella Brooks, and Simon Mark Tanner, the hope is that the chaotic tale will bemuse and amuse all who view it, in Pelham and beyond.

MCC Art Wall Displays:

During the Month of December, the Meridian Community Centre displayed artwork from the students of E.L. Crossley, as well as a local Pelham artist, Dagmar.

On December 15th, the MCC hosted a reception for E.L. Crossley students and their families to view the artwork display, and for students to receive a certificate of appreciation from Mayor Junkin.

Both of the artwork displays received very welcoming and positive feedback by residents and visitors of the MCC.



Christmas Card Art Display:

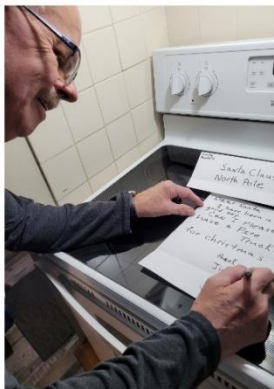
The Town of Pelham held its holiday tradition of continuing what has proven to be an exciting opportunity for children in the community. Local students were invited to participate in creating a design for the Town Council's holiday greeting card.

The students' artwork was reviewed by the Town of Pelham Arts Advisory Committee. Nine designs were chosen to be featured on the Town of Pelham's 2021 Holiday card. All of the artwork received was displayed in the atrium of the Meridian Community Centre during the holiday season. The young artists who had their illustrations chosen for the greeting card were formally recognized at the December council meeting.

Christmas in Pelham

Letters to Santa

This year, once again, the Town of Pelham RCW department helped to connect the children of Pelham with the Big Guy in Red, by putting a mailbox to Santa in the lobby of the Meridian Community Centre. Over 150 children came to deliver their handwritten letters to the North Pole! Each of those children received a custom, special reply from Santa, and we even hear Mrs. Claus shared one of her top secret cookie recipes for the children to bake with their families. Children were also given the option to send in some contact-free, digital letters by email as well to sclaus@pelham.ca, which saw a handful of virtual letters as well.



The Great Elf Challenge

The Great Elf Challenge was a virtual competition using Goosechase software, offering new missions over the 12 days of Christmas. This activity encouraged community engagement from teams of families and friends! Overall, 59 teams registered, with 425 missions submitted. This activity helped to get Pelham into the holiday spirit, encouraged time spent with loved ones, as well as encouraged exploring activities, businesses and events Pelham had to offer!



Santa's Workshop

Santa's workshop was able to run again this year at the MCC. This night of fun helps to give parents some time to complete their Christmas shopping and other holiday tasks, while their kids have a night of holiday fun with crafts, holiday movies and more! This event was so popular, a second night was scheduled, both reaching full capacity of 20 children each night. This event was staffed by MCC and camp staff, and was appreciated by all parents, with many commenting on how appreciative they were that this opportunity was available.

Christmas Lights Competition

Once again, the annual Christmas Lights Competition sponsored by Niagara Peninsula Energy took place in Pelham between December 13-24. The Town encouraged residents to submit their address and have it included in the self-guided light tour. There were 12 applicants in Traditional and Griswold groups with three winners announced, each receiving \$35 Pelham Bucks.

Pelham's Greenery Elves

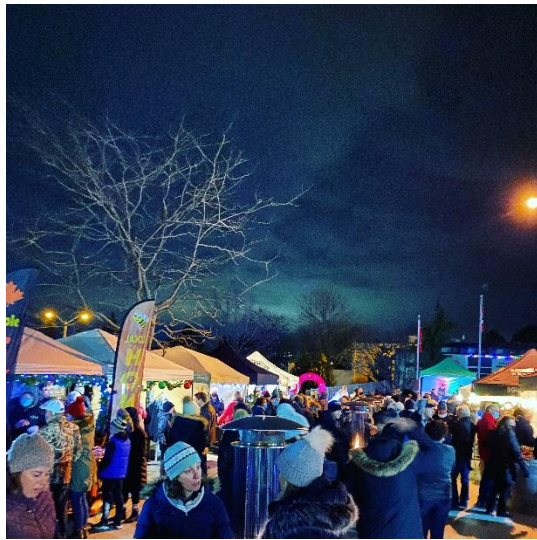
On the evening of December 1, 11 volunteers, (also known as Pelham's "Elves") assembled 400 Greenery swags at the MCC that were later put up by a group of 18 total volunteers, all throughout Pelham. Volunteers included members of the Town's Beautification Committee and the Pelham Garden Club.



Outdoor Christmas Market

The Town of Pelham's Outdoor Christmas Market was a big success, returning for the first time since 2019. Approximately 1800 visitors attended the market between 4:00-9:00pm on Friday, December 3. The Market had 14 artisan vendors and three food vendors. Five vendors reported sales of over \$2000 each.

Live Christmas music by Chris and Dan, Jessica Wilson, and Copper & Iron. As well, a food drive in support of Pelham Cares with assistance of the popular truck covered in Christmas lights, "Brayden's Joymaker," and a toy drive held by the Pelham Firefighters' Association took place on site. Other entertainment included Incirque stilt walkers, ice sculpture by Ross Navarro, Isabella Hoops, Niagara Ice Dogs mascot, hose-drawn carriages by Sentineal Carriages, and of course, Santa's Village.



The Outdoor Christmas Market faced new challenges with a small protest that took place from 4:00-6:00pm. Staff made adjustments to the location of some vendors and entertainment to ensure the event was safe for all.

The Town of Pelham was successful in receiving a \$15,500 Provincial Reconnect Grant to apply toward Christmas in Pelham. Because of this funding, the Town was able to have a robust advertising program for all things under the 'Christmas in Pelham' umbrella, a large part of which was assigned to the Outdoor Christmas Market. Paid advertising took place in

the Pelham Voice, Niagara This Week, and the Niagara Dailies, including a “website takeover” at NiagaraThisWeek.com. A number of articles and earned media appeared in all three previously mentioned newspapers.

Feedback from attendees was very positive and it was clear that people had been looking forward to attending in-person events again.

Active Programs

This Fall welcomed community members of all ages back into the Meridian Community Centre for programs including, Ticket Ice for figure skaters, Brock FIT, Yogalates, Adult learn to skate, Shinnies for all ages, Indoor Pickleball and more. New this fall, the Meridian Community Centre offered programs including drop in family gym time and drop in volleyball, as well as expanding Pickleball to both gyms when possible to accommodate interest. Programming outside of the MCC continued, with Ballroom Dance offering classes out of Old Pelham Town Hall, and the Outdoor Tennis and Pickleball season at Centennial Park continuing into late November.

55+ Programs

Active programs for those 55+ continued at the Meridian Community Centre through the Fall months, while most social programs remained virtual. Active programs included Brock FIT, 55+ Aerobics with conditioning, indoor Pickleball and 60+ Shiny and more, while social programs took place through Art Your Service. Some educational opportunities also took place, including an interactive webinar from the Niagara Region, focusing on Fall Prevention, for Fall Prevention month in November. One on one opportunities have also continued for Seniors who require assistance accessing Zoom, allowing them the opportunity to attend virtual doctors visits, visit with family, or participate in the virtual programs Pelham offers through Art Your Service Daily.

MYAC Updates

The Mayor’s Youth Advisory Council term of 2022/2023 began in October, welcoming 18 members, varying in age, grade and school. Although they are only a few months into the term, they have been busy and successful in offering opportunities to youth in Pelham! They hosted a Halloween Skate at the Meridian Community Centre, which hit full capacity, as well as held costume and pumpkin carving contests as part of this event. For youth who didn’t feel comfortable coming to an event at the Meridian Community Centre, or were unable to due to vaccine status, they also offered a MYAC Halloween GooseChase, engaging the community virtually! This initiative had 14 teams registered, and had 140 mission submissions. For the Christmas

Holidays, MYAC also hosted a Family Holiday Night at the MCC, where they had a free drop in family gym time, as well as a free ornament decorating workshop in the Community Centre lobby, which welcomed over 50 youth and their families. As part of an initiative to bring families together over the holidays, MYAC hosted a Gingerbread house decorating contest over the Holiday Break, while purchasing 25 decorating kits for families to pick up from the MCC. The feedback received from the community was extremely positive, especially from those who haven't been able to engage back in community programs due to COVID-19.



Street Pole Banners/Honour our Veterans Banner Program

The Veterans Banner program installation for 2021 recognized 47 Pelham area veterans. In total, 24 banners were hung on existing Town of Pelham banner brackets located around Town Hall and the Meridian Community Centre. Staff will continue to support the program with the assistance of co-ordinating banner locations, and installations for all existing and new banners. The application for the 2022 Veterans banner program has been updated and provided to the Legion, additional copies are available at Town Hall.

Volunteers

During the Fall of 2021, Staff received five expression of interest forms through the Town's website to volunteer at Town of Pelham events and programs. These volunteers have been contacted for interviews and subsequently added to the community volunteer database.

Four community volunteers assisted at the Outdoor Christmas Market on December 3rd with set-up, tear-down, line control and general merriment. A total of 16.5 hours were contributed by these Community volunteers.

The participants in Senior VIP (Volunteers in Pelham) program, where volunteers 55+ assist at the Meridian Community Centre, were contacted this Fall regarding their comfortability participating in the program. Six Seniors VIPs were willing and training was held on December 16th. This training familiarized them with the role and provide updates on the current procedures and programming that was running. The goal was to start scheduling volunteers for mid-January but will start once Meridian Community Centre's programming commences.

Dedication Program

There have been several inquiries into the Dedication program during Fall 2021. Two benches have been donated. The concrete was poured and a bench was placed on the Gerry Berkhout trail between Cream St and Centre St in early December. The plaque for this bench will be placed once an inscription and design have been submitted by the donor.

The second bench is an all orange bench that has been anonymously donated to honour Indigenous heritage and roots within Pelham. Staff have been working with the Niagara Region Native Centre on the location for this bench and the inscription on the plaque. The bench has been ordered but is on back-order. The hope is to place this bench in the Spring of 2022.



Transit Update, as of December 31 2021:

Overall NRT OnDemand Service Metrics

Data as of:
Friday, December 31, 2021

Number of Rides

54,267

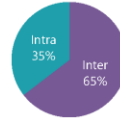
Number of Trips

49,026

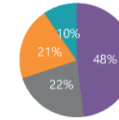
WAV Trips

310

Inter vs. Intra-Municipal Rides

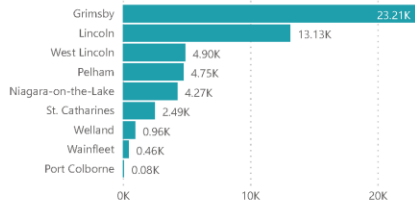


Intra-Municipal Rides



Grimsby
Niagara-on-the-Lake
Lincoln
Pelham

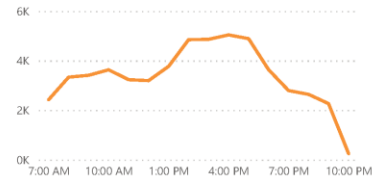
Rides by Origin Municipality



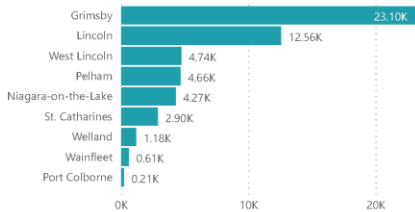
Ridership



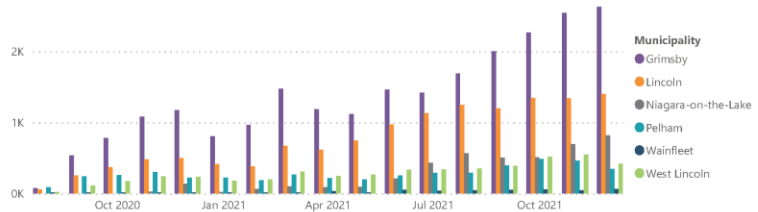
Ride Time of Day



Rides by Destination Municipality



Monthly Ridership



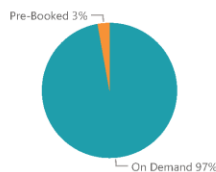
Overall NRT OnDemand Pre-Booking Service Metrics

Data as of:
Friday, December 31, 2021

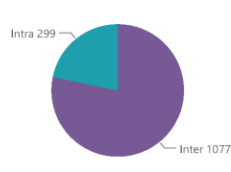
Number of Pre-Booked Trips

1376

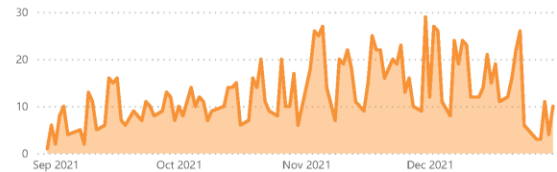
Pre-Booked vs. On-Demand



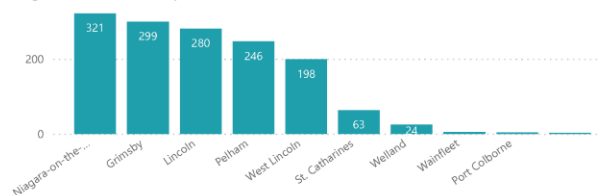
Pre-Booked vs. On-Demand



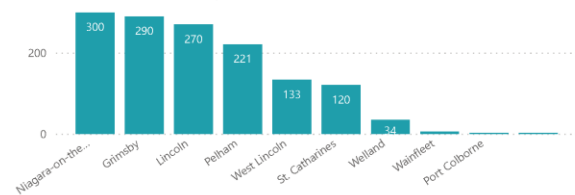
Pre-Booked Trips

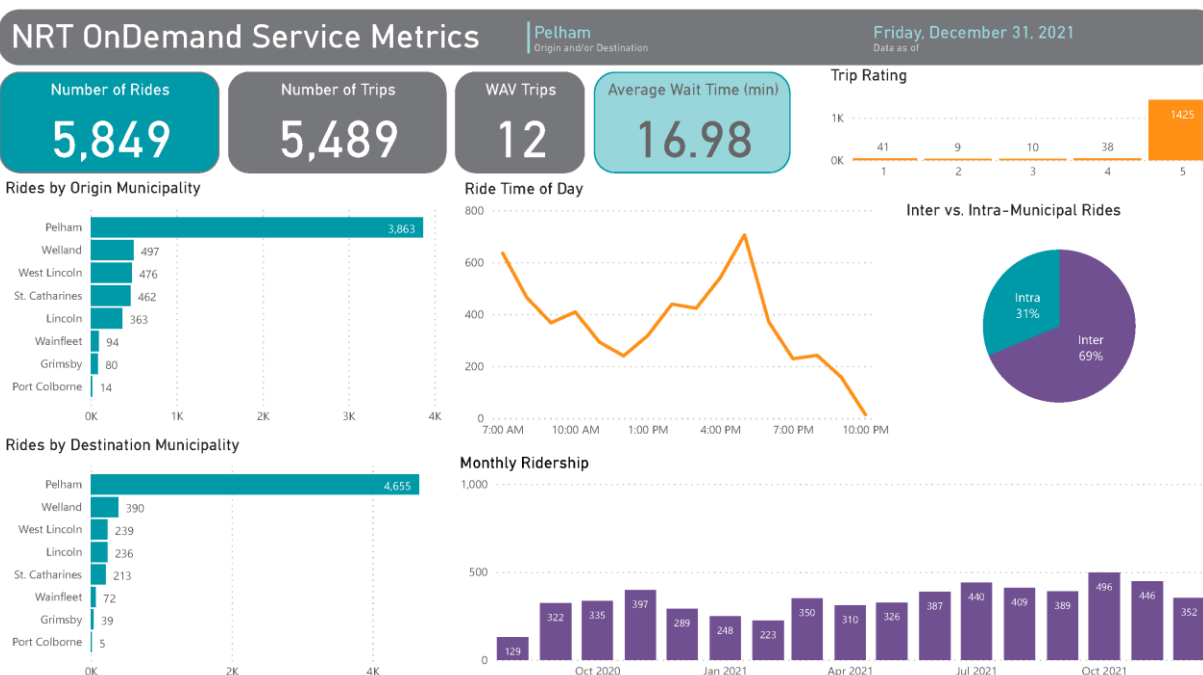


Origin of Prebooked Trips



Destination of Prebooked Trips





Employee Updates:

Amanda Deschenes was hired as the Special Events and Festivals Programmer in September. Amanda is taking over for Leah Letford who has accepted the position as communication officer.

Grants, Concerns, RFPs, Agreements:

- Provincial Reconnect funding was awarded for two applications: SummerChill Series and Christmas in Pelham.
- Celebrate Canada Grant Application for National Indigenous Peoples Day on June 21 and Canada Day
- FEO Award Applications – Canada Day, Hoppin' Easter, Christmas in Pelham and Family Day

Meetings:

MCC User group roundtable zoom meetings

Summerfest Committee zoom meetings

Pelham Arts Advisory Committee zoom meetings

Niagara Parks and Recreation bi-weekly information exchange zoom meeting

Network of Municipal Event Planners Quarterly Meeting

Mayor's Youth Advisory Zoom Meetings

Pelham Seniors Advisory Zoom Meetings
OACAO GH Regional Meetings
Pelham Canada Day Planning Group
2022 Canada Games monthly Zoom meetings

Professional Development:

A staff member attended the PRO Education Forum (October 6), as well as the PRO Aquatics Conference (November 10, 17, 24 & December 1).

Many members of the RCW Team were also trained on the Activenet Membership Module

Two staff members attended the OACAO Aging Well Conference (October 25 & 26)

The Special Events Programmer completed ORFA's Legal Awareness 1 on November 14 and Propane Handling & Exchange Training on December 1