

## **Recreation, Culture and Wellness Quarterly Report**

Tuesday, April 19, 2022

---

**Reporting Period:** Recreation, Culture and Wellness Quarterly Report for the period: Q1 2022

**Recommendation:**

**BE IT RESOLVED THAT the 2022-0098 Recreation, Culture and Wellness Department Report be received for information.**

**Department Overview and Statistics:**

**Projects:**

**Facilities, Programming and Rentals**

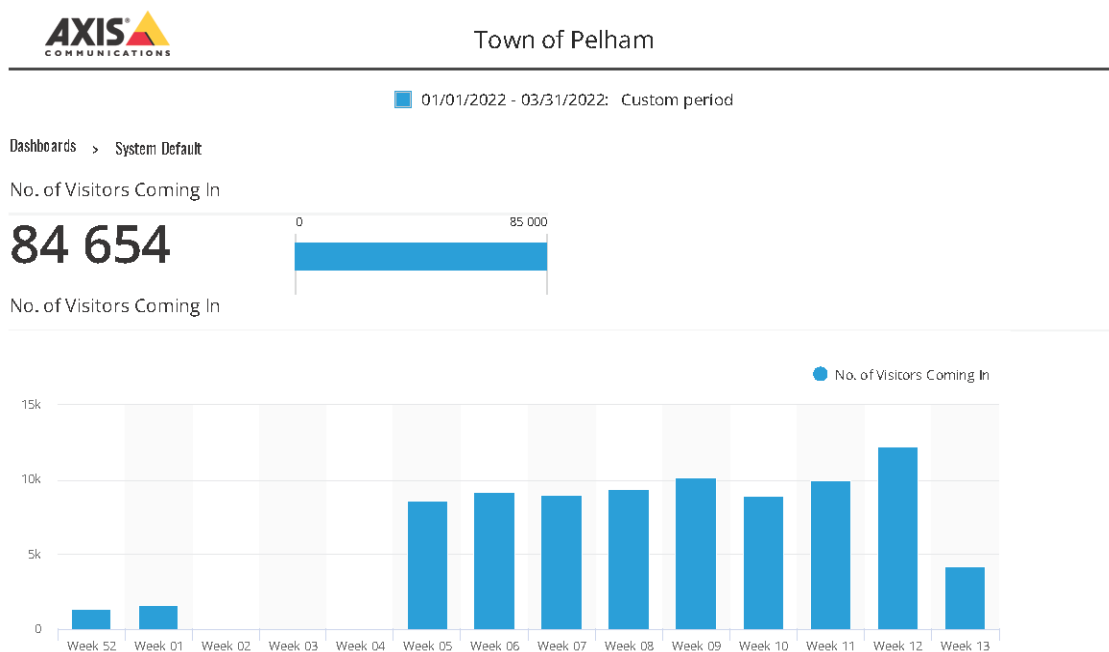
The beginning of 2022 started off with the Meridian Community Centre closing its doors four days after New Year's due to provincial regulations. For just over three weeks the doors were only open for the Pathstone Mental Health clinic. Unfortunately, this closure sidelined regular programming across the board, including the annual Silver Stick International Tournament.

On January 31<sup>st</sup> the Meridian Community Centre doors were once again open following modified Step 2 Reopening plan regulations. Proof of vaccination was required to enter following Ontario's vaccine certificate with QR code. Due to these new regulations Signal 88 Security was used in conjunction with the Customer Service team to aid in the screening and entry to the facility. This endeavor was a brief two weeks before the Meridian Community Centre removed the aid of Security to solely using staff to screen and check proof of vaccinations.

The Meridian Community Centre saw 8,361 people the first week of reopening under the modified Step 2 Reopening plan. During February 36,175 visitors came through the doors to use the facility as it was intended. All user groups were back to practicing, playing games and utilizing what time they could have in the facility. There were still capacity limits to all areas of the facility and all of Niagara Region was under a special letter of instruction to follow from Dr Hirji.

By March 1<sup>st</sup> the community Centre was back to full capacity with no proof of vaccination and nothing more than passive screening and masks required. With the capacity limits removed and the letter of instruction rescinded, the Meridian Community Centre seen 44,325 visitors come through our doors the month of March. Many tournaments were hosted within the facility. Basketball hosted OBA finals, Pelham Minor Hockey had their play downs and AAA Admirals hosted their Novice tournament. The community Centre is back to seeing high 3,000 to 4,000 visitors on any given Saturday within the Community Centre.

All of the provincial regulation changes have slowly diminished utilizing the Meridian Community Centre back to its full potential once again. All staff have been working tirelessly maintaining the Community Centre, keeping all programming organized, running efficiently and safe for all our users and staff.



## Family Day

Staff hosted an in-person Family Day event at the Meridian Community Centre on Monday, Feb 21. All event activities were free of charge, and ran from 11:00am – 3:00pm. The schedule below displays the in-person activities that took place for this year's event:

11:00am – 3:00pm	Drop-in Family Gym Time
---------------------	-------------------------

11:00am – 1:00pm	Drop-in Family Pickleball Clinic
11:15am – 12:45pm	Family Skate
11:30am – 12:30pm	Magic Show with Scoop McCoy
12:00pm – 2:00pm	Community Expo
12:00pm – 3:00pm	Family Craft Corner
1:00pm – 2:00pm	Magic Show with Scoop McCoy
1:15pm – 3:00pm	Family Skate Sponsored by Rotary Club of Fonthill
2:15pm – 2:15pm	Magic Show with Scoop McCoy

In addition to the in-person event, staff provided a virtual Family Day Adventure Scavenger Hunt that ran Friday, February 18 to Monday, February 21. The platform used for the virtual adventure was the GooseChase app, a free download from the Apple Store or Google Play. Family-inspired missions were released throughout the weekend, and participants submitted video, photo or text answers to climb the virtual leaderboard. Over 25 families participated in the challenge, and Pelham Bucks prizes were awarded to 8 families. Staff are very thankful to the Rotary Club of Fonthill and the Mayor's Youth Advisory Committee who were able to sponsor activities for the day, and the local business community for submitting fun Family Day missions for the challenge.

### **Tree Artist Reception**

On April 2 staff hosted a reception for the new Tree Art display at the Meridian Community Centre. Tree artist Krista McMillin has art on display for the month of April to showcase the beauty of trees, and highlight the importance of preservation of nature, in support of the Town's focus on green initiatives.

For the reception, Krista was joined by Adam Shoalts who spoke on his love for nature, and the importance of protecting it. The Pelham Arts Advisory Committee donated 100 tree saplings that were distributed during the event for residents to plant in their own yards. There was also a solo musician and refreshments for guests. Over 60 people were in attendance.

## **Earth Week Celebration**

Staff have been preparing for Earth Week events that will be taking place April 18 to April 30. Earth Week will encompass a number of elements and events, which include:

- **Earth Week Challenge Virtual Scavenger Hunt - April 18-25**  
Daily missions that will challenge participants to take part in environmentally sustainable activities throughout the Town. Participants will have the opportunity to win Pelham Bucks prizes.
- **Rain Barrel Sale Pick-up at MCC - April 23, 8:00am-1:00pm -**  
324 rainbarrels were available for purchase for the price of \$40 each, and have SOLD OUT. The rainbarrel pick up at the MCC during the Earth Day event.
- **Sale of Compost Bins - April 23, 8:00am-1:00pm**  
Compost bins will be for sale on April 23 for \$21 each at Meridian Community Centre.
- **Community Cleanup Kickoff - April 23, 9:00am**  
As of April 6, 45 residents from across Pelham have registered to participate in Pelham's Community Cleanup. Participants will arrive at 9:00am to pick up supplies and clean up designated areas of Pelham. They will then join back up at the MCC afterward for refreshments.

Staff has also built in a small vendor fair featuring local environmental groups to be on-site during the rain barrel pick up and community cleanup.

Pelham is a registered participant at [www.pitch-in.ca](http://www.pitch-in.ca)

### **Community Tree Plant Event - April 29, 9:00am-12:00pm at Centennial Park**

Staff is preparing to welcome back the Community Tree Plant event this year, where local schools, organizations and residents will participate in expanding the tree canopy in Pelham.

## **Pelham Farmers Market**

Staff have been working with the Farmers Market Committee in conjunction with Niagara Public Health on operations for the 2022 Pelham Farmers Market season. The market will operate Thursday May 5 through to October 6 with the following public health considerations in place:

- On site market with one entrance and one exit
- Markets are permitted at full capacity for vendor stalls
- Hand wash and/or sanitation stations will be at entrances and within the market

The Farmers Market Committee met on March 31<sup>st</sup>, where vendors for the 2022 season were determined. There will be 16 vendors in total plus a not-for-profit booth. The number of vendors may increase as the season unfolds.

### **Summer Chill Supper Market**

Staff is in preparation to host the Summer Chill Supper Market on Thursday evenings from June 9 to September 1. With the easing of public health restrictions, it is anticipated that the Summer Chill Series in 2022 will not require modifications to the in-person event as was done in 2021.

The event will have options for local food vendors, as well as beer, wine, and cider vendors. There is also opportunity for local musical performances and buskers. Food, beverage, and musician vendor applications have been submitted, and will be determined after the April 11 cut off date.

### **Active Programs**

Active Program participants have been returning to the Meridian Community Centre in waves as restrictions continue to change. Many programs have seen an increase in participation, reaching pre-COVID numbers for participation each week. Due to the increase in popularity, additional programs have been reintroduced including Zumba, Mom & Baby Fitness and Mom Fitness. Pickleball has also expanded to two gyms when possible due to the popularity within the community. Other programs including Brock FIT, Adult Learn to Skate and Ballroom Dance began their winter session, with many other drop in programs still continuing with dedicated participants returning each week.

### **55+ Programs**

55+ Active programs such as Brock FIT, 55+ Aerobics and Yoga continued at the Meridian Community Centre throughout the winter, with opportunities to engage in both social and active programs virtually from home, for those who weren't yet comfortable returning to an in person setting. Virtual programming through Art Your Service has continued, offering over 70 registrants both active and social programs twice daily, 5 days a week, from

the comfort of their own home. For those needing assistance with technology and getting connected, the Staying Connected 1-on-1 support has continued, with 4 seniors coming to the Meridian Community Centre to meet with the Active Living Programmer for 1-on-1 assistance with their devices. Online Webinars continued to be offered in coordination with the Health Depot, who offered information session to the Seniors of Pelham on important topics such as Sleep 101 and Medication Use, as well as a Fraud Webinar in partnership with the Ontario Securities Commission.

## **MYAC Updates**

MYAC has been busy planning ahead for events and opportunities within the Community! Through the winter months, they volunteered at the Meridian Community Centre Family Day Event, running a drop in craft activity interacting with families and children in person. They have also been instrumental in contributing to the GooseChase activities for each event, and are always excited to be involved in coming up with missions to offer friendly competition within the community. At their March meeting, MYAC invited both Pathstone Mental Health, as well as InspireHER Niagara to learn more about initiatives taking place within the community, and ways they can get involved or help spread information to other youth who may benefit.



## **Winter & March Break Camp**

Unfortunately, due the COVID lockdown following the Winter Break, only 1 day of Pelham's Winter Break Camp was able to take place this year. Prior to the news of the lockdown, the camp was full with 21 campers excited for a week of camp activities and fun! March Break Camp was able to take place this year, for the first time in 2 years, and welcomed 56 campers into the Meridian Community Centre for the week! Campers enjoyed a week of outdoor play, sports and activities in the Gym, creative activities, skating and even a special visit from Niagara Face Painting to end the week. March Break Camp registration was full with a maximum of 56 campers, while 17 others interested in attending unfortunately remained on the waitlist.

## **Camps and Aquatics Update**

Preparation has begun for the 2022 Summer season in regard to Camps and Aquatics. The hiring process is now complete, and a great team of camp leaders, lifeguards, instructors and supervisors have been selected for the summer. Summer Camps will run for 9 weeks this summer, and 9 additional Specialty Camps available including Bike Camp, Tennis Camp, Leadership Camp and Jr. Firefighter Camp! As Public Health guidelines have not yet been released, each camp week registration has been opened to a limited capacity at this time. Currently all camp weeks are full, with 40 campers enrolled, and all specialty camps are full with a maximum of 14 campers each week. Once updated guidelines are released, it is anticipated more spaces will become available, and majority of the 75 families currently on the waitlist will be able to secure a camp space for the summer. Registration for Aquatics Programs and swimming lessons opened on April 1<sup>st</sup>.

## **Street Pole Banners/2022 Canada Summer Games Program**

The 2022 Canada Games Banners have been 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.

## **2022 Canada Summer Games:**

Staff have been in preparation for a number of Canada Summer Games events, such as the Torch Relay on Saturday, July 16, and 13 for 13 and host of Cycling on Thursday, August 18.

## **Summerfest**

The Summerfest Committee is preparing to hold Summerfest from July 14-17, 2022. With the easing of public health restrictions, it is anticipated that the Summerfest will not require any modifications to the in-person event.

The 4-day event will have local food and artisan vendors, live entertainment, buskers, community groups and service clubs, local craft beer options, and family0friendly activities and performances in the Kids Zone. Vendors will be reviews following the application deadline on April 30.

## **Volunteers**

During Q1 of 2022, Staff received nine new expression of interest forms through the Town's website to volunteer at Town events and programs. These volunteers were interviewed and subsequently added to the community volunteer database. Town Staff continue to advertise volunteer opportunities through emailing the community volunteer database, handouts at the Meridian Community Centre and posting through our social media channels.

Two community volunteers assisted at the Family Day event on February 21 with set-up, tear-down, managing the volunteer opportunities table and handing out giveaways. A total of 8 hours were contributed by these community volunteers.

The Senior VIP (Volunteers in Pelham) program, where volunteers 55+ assist at the Meridian Community Centre started up in February. The VIP's have assisted with screening attendees' QR codes, directing participants to the desired location, answering questions regarding programming, greeting and creating a sense of community within the building. There are three active participants in this program who have given over 46 volunteer hours within the last two months.

## **Dedication Program**

Though there have been inquiries into the Town's dedication program within the first quarter of 2022, there have been no donations. Staff have continued to work on the two benches that were donated in the Fall. The bench that was placed on the Berkhout Trail between Cream St and Centre St now has the plaque placed.



Staff is continuing to work with the Niagara Region Native Centre on the orange bench that was anonymously donated to honour Indigenous heritage and roots within Pelham. Staff are looking to meet on location in April to confirm its exact location and finalize the inscription on the plaque. The goal is to have the bench unveiled for National Indigenous Day on June 21<sup>st</sup>.



**Transit Update, as of March 31 2022:**

## Overall NRT OnDemand Service Metrics - Year 2

Year 2 Start Date - August 30, 2021

Data as of:

Thursday, March 31, 2022

Number of Rides

40,446

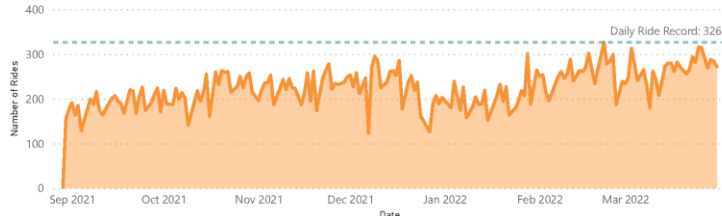
Number of Trips

36,169

WAV Trips

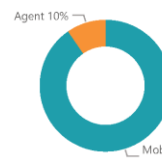
450

Daily Ridership

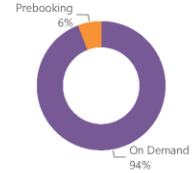


Destination	Fort Erie	Grimsby	Lincoln	Pelham	Port Colborne	St. Catharines Transit Commission	Wainfleet	Welland	West Lincoln	Total
Origin										
Fort Erie					11					11
Grimsby			11,132	2,636	60	32	367	58	142	1,728
Lincoln			2,497	5,131	163	49	784	33	162	672
Pelham			72	163	1,223	32	434	66	287	319
Port Colborne	13	11	38	48	927		50		31	1,118
St. Catharines Transit Commission		293	578	409			105		392	1,777
Wainfleet		72	45	61	127	34		139	41	519
Welland		113	155	251			145		41	705
West Lincoln		1,578	646	319	54	405	57	49		3,108
Total	13	15,768	9,392	2,534	1,232	2,024	514	779	3,224	35,480

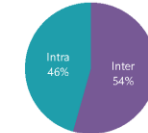
Booking Method



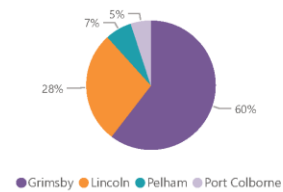
Booking Type



Inter vs. Intra-Municipal Rides



Intra-Municipal Rides



## Overall NRT OnDemand Service Metrics - Year 2

Year 2 Start Date - August 30, 2021

Pelham  
Origin and/or Destination Municipality

Thursday, March 31, 2022

Date as of

Number of Rides

3,911

Number of Trips

3,624

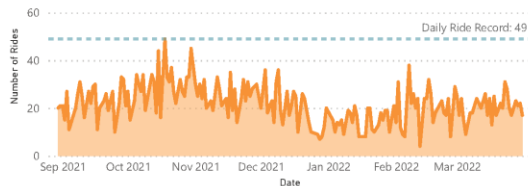
WAV Trips

14

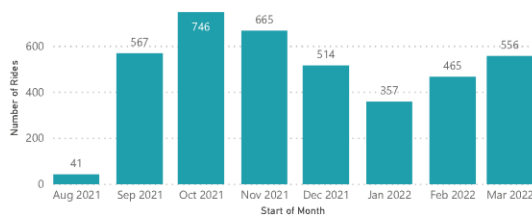
On-Demand Trip  
Average Wait Time (min)

23.70

Daily Ridership



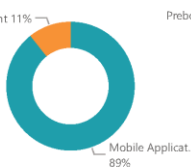
Monthly Ridership



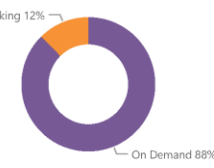
Trip Rating



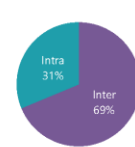
Booking Method



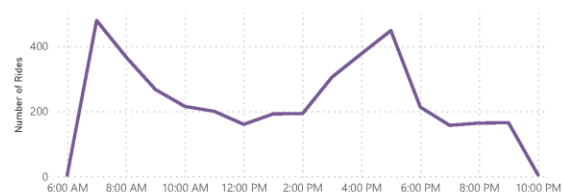
Booking Type

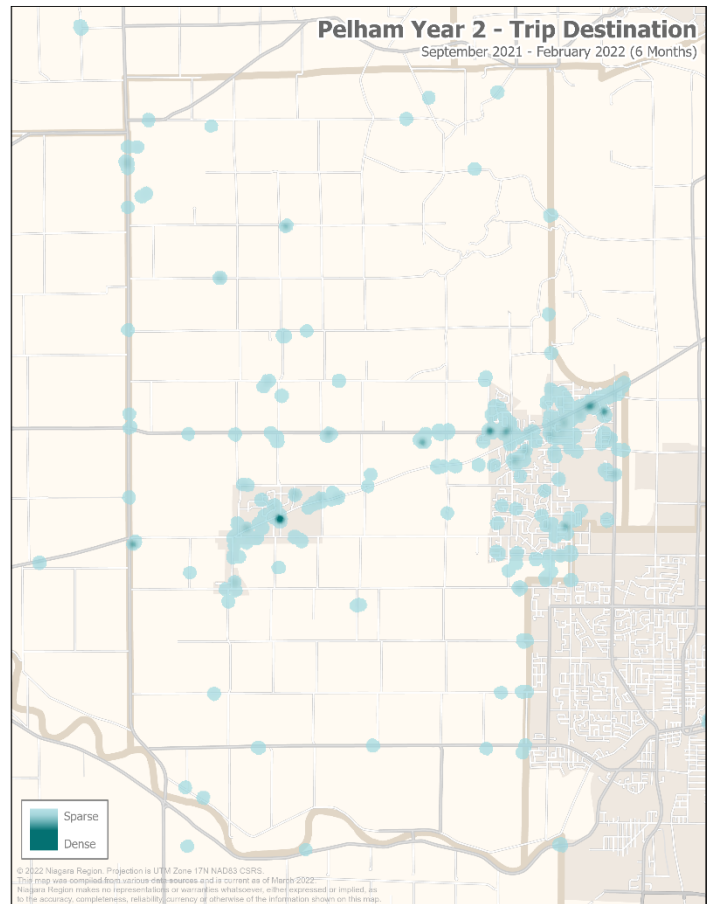
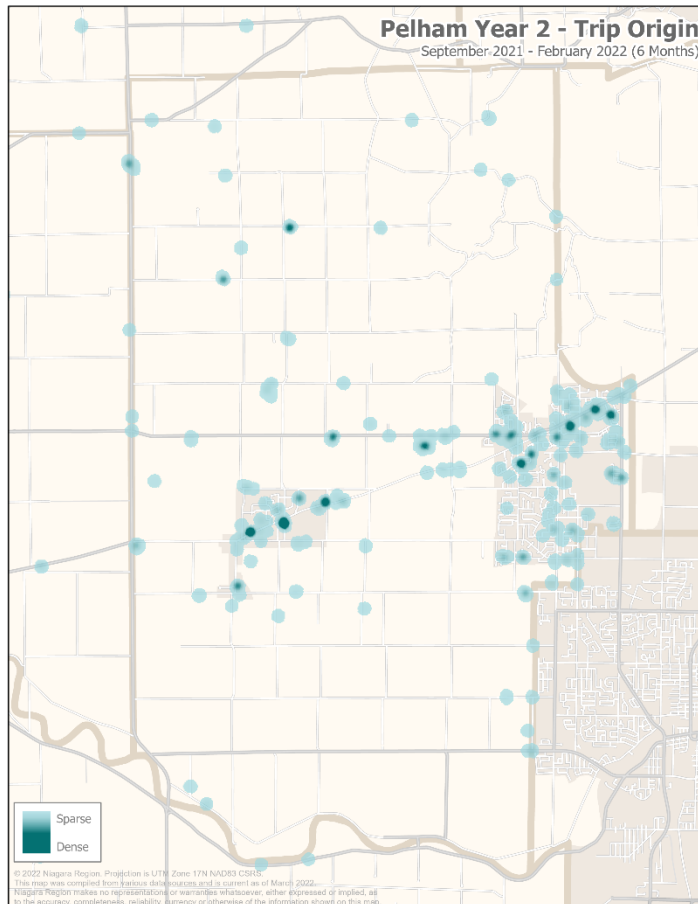


Inter vs. Intra-Municipal Rides



Peak Hours





### Grants, Concerns, RFPs, Agreements:

- Provincial Reconnect application submitted for Summerfest and Summer Chill Series
- Intact Climate Resiliency Grant application submitted to expand existing tree planting for 2022 and subsidization of a rain barrel program
- New Horizon Funding for Say IT Stage & materials \$25,000 approved
- Scouts Canada & Communities in Bloom Gro for Good Grant application submitted on behalf of MYAC for a Year of the Garden bee hotel project
- Niagara Community Foundation Summer Camp Grant application submitted in partnership with Pelham Cares
- Summer Experience Grant application submitted

**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  
Aquatic Information Sharing Group  
Regional Programmer Information Sharing Meetings  
Pelham Seniors Advisory Committee Meetings  
Mayor's Youth Advisory Committee Meetings  
Service Club Meeting

**Professional Development:**

The Special Events & Festivals Programmer attended FEO Conference (virtual)  
Age Friendly Conference- March 22-24 (virtual)