

# TOWN OF FORT FRANCES

## Community Services Executive Committee

AGENDA - October 5, 2020 10:30 AM

MEETING - Committee Room & Virtual

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10. **ADJOURNMENT**

TOWN OF FORT FRANCES

MINUTES

SESSION NO. # 27

September 21, 2020

The meeting of Community Services Executive Committee of the Town of Fort Frances was held in the Committee Room & Virtually on September 21, 2020 from 10:30 a.m. to 11:58 a.m.

PRESENT: Andrew Hallikas - Chairman, Michael Behan - Councillor, Rick Wiedenhoeft - Councillor, Mayor June Caul (ex-officio), Aaron Bisson, Recreational and Culture Manager

ALSO PRESENT: Doug Brown - CAO, Melissa Belluz - Administrative Assistant

**1 CALL TO ORDER (Session #27) - 10:30**

**2 APPROVAL OF AGENDA (Call for Non-Agenda Items) - Approved as presented**

**3 DISCLOSURE OF CONFLICT OF INTEREST AND THE GENERAL NATURE THEREOF - None**

**4 APPROVAL OF PREVIOUS COMMITTEE MINUTES - Approved**

4.1 Community Services Division Meeting Minutes Sept 14, 2020

**5 ITEMS REFERRED FROM COUNCIL**

5.1 Letter from Jennifer Woods - Accepted with Thanks

5.2 Arena 2020 Ice in Proposal - Additional Information - Recommendation from September 8, 2020 meeting sent back to Council for approval. The Chair allowed Three delegations on this item. Scott Krinke-Turvey, Craig Miller FFGWMHA, and Jason Kabel FFMHA.

**6 NEW BUSINESS**

6.1 Museum Assistance Program Funding - Approved as presented

**7 IN-CAMERA - None**

**8 NON-AGENDA ITEMS - None**

**9 INFORMATION - None**

**10 ADJOURNMENT - 11:58**

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A. Hallikas, Executive Committee Chair

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A. Bisson, Recreational and Culture Manager

October 5, 2020

Report To: Mayor and Council

From: Aaron Bisson, Manager of Recreation and Culture

**RE: Naming rights for the Memorial Sports Centre**

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A letter was received from Wade Friesen of The Sleepy Owl asking about the potential of a naming rights agreement for the Memorial Sports Centre and if this had ever been considered.

There are many examples of companies attaching their names to arenas and complexes within large centers and professional level sports facilities, there are not a lot of comparable agreements when it comes to smaller communities and venues. I believe that if done properly the opportunity to secure naming rights for the Memorial Sports Centre could be a benefit for both the Town and for the prospective Business/Company.

At the Memorial Sports Centre we have several options available for advertising, the costs range from just over \$100.00 for a pennant in the pool area to just under \$1,200.00 for advertising on the side of the Zamboni for a season. This request is a substantially larger opportunity for an organization to have their name associated with one of the marquee buildings in our Town. There would be substantial recognition for the business/company that secured this right. As far as cost per year for this type of opportunity to make sense for the Town to go through the process it would have to be between \$12,000 - \$24,000 per year. This range is ten to twenty times the cost of advertising on the side of a Zamboni, and having your name associated with the building and all the advertising and brand recognition that goes with it suggests that this range is reasonable. I have spoken with a perspective business owner and it was indicated that such an arrangement with terms outlined in this letter would be something they would consider investing in.

If the Town wanted to pursue this option, it should consider doing a long-term commitment of a minimum of 10 years. The reason for having longer term commitments is because we would not want the name of the building to be constantly changing. There will be costs involved in having signage/logos/advertising etc. changed so this would need to be taken into consideration.

A request for proposal process would need to be followed asking interested parties to submit their proposals and then a detailed evaluation tool would need to be developed to ensure that the appropriate submission was selected.

**Recommendation**

The Community Services Executive Committee recommends to Mayor and Council to authorize a request for proposal be drawn up and made available to the public to determine the interest in a potential naming rights agreement for the Memorial Sports Centre

Respectfully Submitted,

*Aaron Bisson*

Aaron Bisson  
Manager of Recreation and Culture

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| <p><b>Council approval of this report will agree to the recommendation of the Community Services Executive Committee to pursue a request for proposal for the potential naming rights of the Memorial Sports Centre.</b></p> |
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September 1<sup>st</sup> 2020

Lisa Slomke,

This letter is directed to town council in regards to a "naming rights agreement" for the Sportsplex.

I wanted to inquire about two things:

1. Has the town ever considered doing an agreement like this with a business or an organization, or has anyone ever inquired about this before?

2. If the Town was interested in doing a "naming rights agreement" with a company, what is the consideration amount per year they would request for a:

a) 5 year term?

b) 10 year term?

*This agreement would include, but not necessarily limited to:*

*-Interior/exterior signage change on physical building*

*-Change of name on Google Maps, etc*

*-Change of name on any marketing/promotional material related to building (radio ads, print ads, etc)*

As you know, lots of businesses have an annual branding/marketing budget and I was just curious to see if it would make sense to spend those dollars locally within the community for a win/win scenario.

If anyone from town council or the appropriate operational division would like to discuss this further

I am free anytime. Thanks.



**Wade Friesen**

**The Sleepy Owl Downtown**

**(807) 275 5683**

**sales@thesleepyowl.com**



THE  
**Sleepy  
Owl**  
DOWNTOWN

October 5, 2020

Report To: Mayor and Council

From: Aaron Bisson, Manager of Recreation and Culture

**RE: Letter from FFMHA**

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The Community Services Division wishes to thank the Fort Frances Minor Hockey Association for their letter. The Ice in Plan and Participation Requirements have been approved at Council on September 28, 2020. We appreciate the feedback from the user groups and will continue to work with them in the future.

**Recommendation**

The Community Services Executive Committee recommends to Mayor and Council to accept this letter with thanks.

Respectfully Submitted,

*Aaron Bisson*

Aaron Bisson  
Manager of Recreation and Culture

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| <b>Council approval of this report is not required we will accept the letter with thanks.</b> |
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September 23, 2020

Dear Mayor & Council,

I am writing on behalf of the Fort Frances Minor Hockey Association with concerns stemming from the discussion and subsequent recommendation rendered at the Community Services Executive Committee (CSEC) meeting on September 21, 2020.

I would first like to acknowledge that the FFMHA recognizes and sympathises with the very difficult position that COVID-19 has imposed on services & operations of the Town in various aspects.

The item of greatest concern is that a majority of members of CSEC thought it was reasonable to increase ice user fees 50% without a clear understanding of how much may be required to cover a potential budget shortfall or if there will even be a shortfall at all. Many can attest that there have been heated debates on whether Council should increase Town user fees 2% vs 3%, so it was astounding to witness that an additional 50% was approved for an unsubstantiated deficit.

On the attached spreadsheet, please see the year to date financials (to Aug. 31<sup>st</sup>) as provided to the Administration & Finance Executive Committee for the September 22, 2020 meeting. It highlights the following:

1. The Recreation Facilities budget that includes the Memorial Sports Centre had used 42.8% (\$415,437) of the budget (\$970,938) after 66.7% of the year, or 57.2% (\$555,500) remaining in the budget for only 33% of the year remaining.
2. The Total Community Services budget is also looking quite favorable after 66.7% of the year with only 47.6% (\$1,023,906) utilized (of \$2,152,888).
3. The Community Services budget year to date (Aug. 31<sup>st</sup>) in 2019 was \$ 1,139,027 and in 2020 is \$1,023,906, that is \$115,120 lower in 2020 with an additional \$118,321 in the 2020 budget. This equates to a \$233,442 buffer from 2019 to 2020 at Aug. 31<sup>st</sup>.
4. On the surface the Town's overall budget looks quite encouraging with a current surplus of over \$7 million and only 4 months remaining, excluding any tax receivables.
5. The CSEC question two weeks ago on the status of the \$463,100 COVID relief money still remained a mystery at the meeting this week.

Despite the promising financial outlook for the Town in this extremely unpredictable & peculiar year, it is truly concerning that the CSEC and administration acknowledged that they didn't know what the financial impact of the additional cleaning requirements would be and yet rendered a recommendation to substantially increase ice user fees. This seems like an unjustifiable decision that approaches irresponsible taxation to citizens.

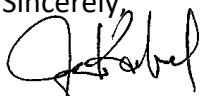
The FFMHA understands that we have a responsibility and obligation to ensure that our participants have a safe environment to enjoy recreation and we are willing to increase user fees if absolutely required. We will not do so without credible evidence that it is necessary.

The FFMHA humbly submits the following for Council consideration.

Be it resolved that Council approval will:

1. Support the commencement of the ice season (Oct. 5, 2020) with the current ice user fee in place that will be re-evaluated with all other user fees (typically November ~ 5-6 weeks) for implementation on January 1, 2021.
2. Authorize installation of the 2nd ice surface by MSC staff as ice demand dictates.
3. Endorse the application of the provincial document 'Framework for Reopening Ontario' at the Memorial Sports Centre, currently at Stage 3. The MSC operations will be fluid with the changes that the province adopts for community safety. The document encompasses 14 safety strategies including:
  - Maintaining physical distancing of at least two metres from people outside of your household
  - Wearing a face covering at all times except for on-ice
  - Frequent hand sanitizing
  - Limiting spectator seating to a maximum of 50 people
  - Cleaning frequently touched surfaces more often

Sincerely,



Jason Kabel  
FFMHA President

|                                 | 2019<br>OPERATING<br>FORECAST | Actual to August<br>31, 2019 | 2020<br>OPERATING<br>FORECAST | Actual to<br>August 31,<br>2020 | 2020 Budget<br>vs. Actual<br>Variance | %<br>YTD<br>8 of 12 months<br>or 66.7% | Notes  |
|---------------------------------|-------------------------------|------------------------------|-------------------------------|---------------------------------|---------------------------------------|--|--|
| <b>COMMUNITY SERVICES:</b>      |                               |                              |                               |                                 |                                       |  |  |
| Sister Betty Kennedy Centre     | 54,132                        | 24,579.48                    | 36,018                        | 35,137.41                       | (881)                                 | 97.6%                                  | Ministry Funding still pending?  |
| Children's Day Care             | 18,070                        | (29,377.05)                  | 7,569                         | 5,733.13                        | (1,836)                               | 75.7%                                  |  |
| Best Start Hub                  | -                             | (49,270.15)                  | -                             | (740.08)                        | (740)                                 | -                                      |  |
| Day Care Special Needs Resource | -                             | (29,967.68)                  | -                             | (3,001.15)                      | (3,001)                               | -                                      |  |
| Handi Transit Services          | 105,049                       | 112,549.04                   | 107,150                       | 39,178.48                       | (67,972)                              | 36.6%                                  |  |
| Townshend Theatre               | -                             | (8,434.36)                   | -                             | 826.28                          | 826                                   | -                                      |  |
| <b>Recreation Facilities</b>    | 822,077                       | 456,151.68                   | 970,938                       | 415,437.54                      | (555,500)                             | 42.8%                                  | Less than 50% of the annual budget after 66.7% of the year   |
| Recreation Programs             | 154,502                       | 49,727.70                    | 117,187                       | 124,572.84                      | 7,386                                 | 106.3%                                 | No summer program revenue  |
| Community Services              | 141,996                       | 74,721.37                    | 114,000                       | 3,334.82                        | (110,665)                             | 2.9%                                   | Seems to be a coding issue here  |
| Sunny Cove Camp                 | 29,765                        | 18,231.80                    | 38,583                        | 20,720.19                       | (17,863)                              | 53.7%                                  | Very little to come from SC budget for the year  |
| Public Library                  | 497,448                       | 369,827.44                   | 521,546                       | 297,025.51                      | (224,520)                             | 57.0%                                  | Looking good   |
| Library Co-op                   | -                             | (5,256.67)                   | -                             | -                               | 0                                     | -                                      |  |
| Museum                          | 172,825                       | 127,839.41                   | 210,407                       | 92,110.60                       | (118,296)                             | 43.8%                                  | Well under budget  |
| Waterfront (Sorting Gap)        | 38,703                        | 27,704.91                    | 29,490                        | (6,429.81)                      | (35,920)                              | -21.8%                                 | Made a profit  |
| <b>Total Community Services</b> | <b>2,034,567</b>              | <b>1,139,026.92</b>          | <b>2,152,888</b>              | <b>1,023,906</b>                | <b>(1,128,982)</b>                    | <b>47.6%</b>                           | <b>Less than 50% of the annual budget after 66.7% of the year</b>  |
| <b>TOWN</b>                     |                               |                              |                               |                                 |                                       |  |  |
| <b>SUBTOTAL</b>                 | <b>0</b>                      | <b>(6,619,867.40)</b>        | <b>-</b>                      | <b>(7,004,958)</b>              | <b>(7,004,958)</b>                    |  | On the surface the Town's budget looks quite favorable for 2020 (\$7 million with 4 months remaining excluding more tax receivables) |

#### Year to date comparison 2019 vs 2020

|                        | 2019             | 2020               | Variance<br>2020-2019 |
|------------------------|------------------|--------------------|-----------------------|
| Budget                 | 2,034,567        | 2,152,888          | \$118,321             |
| Year to date<br>AUG 31 | 1,139,027        | 1,023,906          | -\$115,121            |
| Total                  | <u>\$895,540</u> | <u>\$1,128,982</u> | <u>\$233,442</u>      |

**\$233,442 more in the 2020 budget at Aug. 31st than in 2019**  
**Does the Town actually need to increase user fees?**



October 5, 2020

Report To: Mayor and Council

From: Aaron Bisson, Manager of Recreation and Culture

**RE: Letter from FFGWHA**

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The Community Services Division wishes to thank the Fort Frances Girls Women's Hockey Association for their letter. The Ice in Plan and Participation Requirements have been approved at Council on September 28, 2020. We appreciate the feedback from the user groups and will continue to work with them in the future.

**Recommendation**

The Community Services Executive Committee recommends to Mayor and Council to accept this letter with thanks.

Respectfully Submitted,

*Aaron Bisson*

Aaron Bisson  
Manager of Recreation and Culture

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| <b>Council approval of this report is not required we will accept the letter with thanks.</b> |
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## *Fort Frances Girls Women's Hockey Association*



September 24, 2020

Dear Mayor and Council,

Please accept this letter as a follow up to the Community Services Executive Committee (CSEC) meeting this past Monday, September 21, where the ice-in plan for the Memorial Sports Centre (MSC) was debated at length.

Fort Frances Girls and Women's Hockey Association (FFGWHA) acknowledges the difficult position that the Covid-19 Pandemic has put the Town of Fort Frances in, trying to balance the health and safety of its citizens with the wants and needs of the community, with respect to services offered.

The town is faced with several challenges. Three of the key challenges with respect to the Memorial Sports Centre are: (1) a loss of revenue; (2) an increase in facility expenses (predominantly related to health & safety and cleaning) due to new regulations put forward by the Government of Ontario and the Northwestern Health Unit; and (3) equal treatment of the various user groups using the MSC.

### **1. Lost Revenue**

With respect to loss of revenue, there are two main sources of loss: (1) user groups not able to run their programs due to Covid-19 and (2) user groups not being allowed to host games and tournaments this winter. This loss of revenue streams ultimately results in unused ice being available this winter. However, the current ice-in plan requires user groups to rent ice in 1.5 hour time blocks for 50 minutes of ice time. So, effectively, the user groups that do want to rent the same number of 50 minute ice blocks as we had last winter are being asked to rent the unused blocks, thereby making up for the loss of revenue. We believe that this cost is being unfairly burdened upon the user groups that do wish to rent ice at the MSC. To be clear, if MSC reverted back to 1 hour time slots, there would be approximately 20 hours of unused ice per week from user groups not running programs this winter. This lost revenue disappears when you spread the remaining user groups over 1.5 hour time slots and results in an increase in revenue for the town and an undue hardship on the remaining 2020 user groups.

### **2. Increased Facility Expenses**

With respect to an increase in facility expenses, FFGWHA is not opposed to an increase in fees or a surcharge of some sort related to the increase in facility expenses due to Covid-19. We acknowledge that the town is incurring costs, such as increased, unbudgeted staff and these costs should be incurred by all users of the MSC.

### **3. Equal Treatment of User Groups**

Finally, with respect to the equal treatment of user groups, below is a summary of each user group (compiled based on information received from them), the cost impact that they are feeling and the service impact that they are feeling.

#### **User Group - Ice Users**

Cost Impact - 50% ice cost increase. 50 minutes of ice allocated using 1.5 hour timeblocks.

Service Impact - reduction in available weeknight ice from 10 slots to 6 slots (from 5pm to 10pm) and reduction in available weekend ice from 28 slots to 18 slots.

#### **User Group - Fitness Memberships (Gym, Pool, Squash Courts, etc.)**

Cost Impact - No cost increase for 2020

Service Impact - must book appointments to use the facility; reduced availability of facility. No longer able to just show up and use the gym for whatever time period you wish for.

#### **User Group - Cyclone Swim Club**

Cost Impact - 25% cost increase in pool costs. Pay for 1/2 hour of pool time per 2 hour block.

*The swim club has also been granted permission to have their coaches clean and are burdened with paying their coaches, as opposed to the Town, for cleaning. Ice users asked and were advised that user groups would not be able to undertake cleaning at the MSC due to liability and ensuring the cleaning is completed, as required, per Ontario's regulations.*

Service Impact - Swim club is able to maintain their historical pool usage.

#### **User Group - Rainy Lake Gymnastics Academy**

Cost Impact - \$50-\$75 cleaning fee per session. Based on 17.5 hours per week and 6 sessions per week, this equals a cost increase of 37% - 56%. Specialized cleaning agents are required for the gymnastics equipment. Cleaning fee not yet firm.

Service Impact - Unknown

#### **User Group - Walking Track Users**

Cost Impact - None (there is no fee to use the walking track at 52 Canadian Arena)

Service Impact - Loss of ability to walk indoors in a controlled environment.

#### **User Group - Air Cadets**

Cost Impact - Unknown / No Response

Service Impact - Unknown / No Response

We are assuming that the air cadets would be subject to a similar cleaning fee as the Rainy Lake Gymnastics Academy as they rent the same space.

There appears to be a fair bit of variation with respect to the cost and service impacts that each user group is being subjected to and we feel that this should be re-evaluated to ensure all users are being treated equally.

At the CSEC meeting on Monday, the Fort Frances Minor Hockey Association suggested that the Town might want to consider only putting in one ice-surface for the start of the season. FFGWHA is not opposed to this and there might be some merits to it: (1) It will allow the town to cautiously move forward with the further re-opening of the MSC and (2) traffic patterns may be adjusted to allow for multiple intake and departure areas that will allow the Town to revert to 1 hour time slots for 50 minutes of on-ice time. Let's find a way to minimize the impact on the asset (the ice surface) and use MSC's large supporting building infrastructure to our advantage.

For example, for skaters on at 5pm, they could enter the 52 arena at the 52 arena doors and depart the same. For skaters at 6pm, they could enter the 52 arena through the IFK doors and get to the ice by the muskie locker rooms. Or they could enter 52 at the 52 doors and depart through the IFK doors. Either of these options would allow the intake area to be cleaned while the skaters are on the ice and the ice area can be cleaned while the zamboni is on and the next group can be waiting to go on when the Zamboni is complete. By utilizing only 1 ice surface, almost the same amount of ice is available as using 2 ice surfaces.

In closing, we want to thank everyone for the considerable efforts that are being put forth to help the community have a safe winter. We know that there will be many challenges this winter and that the situation faced by the MSC can change on a moment's notice as a result of a Government of Ontario announcement.

We look forward to continuing to work with the Town and build upon a 25 year relationship and history with the Town of Fort Frances.

With Kind Regards on Behalf of Fort Frances Girls and Women's Hockey Association,

|              |                |
|--------------|----------------|
| Craig Miller | Aimee Matheson |
| President    | Ice Scheduler  |

Attachment:

Remarks made to CSEC meeting on September 21, 2020

Remarks to CSEC on September 21, 2020.

Good morning Chairman Hallikas and good morning to the members of the Community Services Executive Committee and good morning to everyone else who is on this call:

Thank you for your continued work towards opening the ice surfaces for the community. Having the ice in will provide our youth with a significant morale boost as they are longing for activities that were once taken for granted.

As recent as this weekend with Premier Ford's announcement with respect to unmonitored gatherings, we received a clear message that the pandemic is far from over and we, as citizens, must remain vigilant to help stop the spread of Covid-19.

Fort Frances Girls and Women's Hockey is here to support the town and we will continue to offer our support to the Community Services Division to help with a safe transition to start using the arena facilities.

With that said, in light of Premier Ford's announcement this weekend and recognizing the City of Kenora's decision to not have spectators in their arena to start the season, we support Mr. Bisson's recommendation for a staged start to the season and to start the season without spectators and to revisit that decision following the completion of the first two weeks of the hockey season. FFGWHA would like to offer our support and services to the community services division and work collaboratively with community services to work towards a solution to allow spectators into the arena facilities within the Ontario guidelines and to determine a process that minimize cleaning requirements (without sacrificing safety) on a daily basis.

The ice-in plan has other key points .... the allocation of ice time blocks, the cost of those time blocks and the impact of these blocks and their costs to the Town.

We have spent time this past weekend working to understand these costs and the impact to not only the town, but to Fort Frances Girls Hockey, based on our understanding of the user groups and our knowledge of scheduling.

The Memorial Sports Centre is faced with both a loss of revenue and increased expenses due to Covid. FFGWHA feels like the facility is trying to regain the revenue from the user groups that are not participating this year by charging the participating users for the ice not being used.

If the time slots were 1 hour, the same as in a typical year and only FFGWHA, FFMHA and BSC were booking ice, there would likely be over \$100,000 in lost revenue this year due the arenas not being used to their full potential. By spreading the time slots out for cleaning, the user groups will take up the spots typically reserved for tournaments and night time hockey games. This is roughly \$50,000 in revenue that would normally be lost if the user groups that are prepared to move forward this winter do not participate.

We fully acknowledge that the town is in a difficult position and that there is overhead to operate a facility such as the MSC and, when it cannot be used to its full potential, there is lost revenue. Please do not offload these costs to the user groups that are trying to offer a service to the kids in the community.

Thank you.