



**Parks and Recreation
Advisory Committee
Meeting Agenda**

Thursday, November 17, 2016

7 p.m.

**Holland Room
Aurora Town Hall**

Public Release
November 10, 2016



Town of Aurora Parks and Recreation Advisory Committee Meeting Agenda

Date: Thursday, November 17, 2016

Time and Location: 7 p.m., Holland Room, Aurora Town Hall

1. Declaration of Pecuniary Interest and General Nature Thereof

2. Approval of the Agenda

Recommended:

That the agenda as circulated by Legislative Services be approved.

3. Receipt of the Minutes

Parks and Recreation Advisory Committee Meeting Minutes of September 15, 2016

Recommended:

That the Parks and Recreation Advisory Committee meeting minutes of September 15, 2016, be received for information.

4. Delegations

**(a) Fausto Filipetto, Senior Policy Planner, Town of Aurora
Re: Library Square and Town Park**

5. Matters for Consideration

1. Proposed New Terms of Reference for Parks and Recreation Advisory Committee

Recommended:

1. That the Proposed New Terms of Reference for Parks and Recreation Advisory Committee be received; and
2. That the Parks and Recreation Advisory Committee recommend to Council:
 - (a) That the proposed new Terms of Reference for the Parks and Recreation Advisory Committee be endorsed.

6. Informational Items

2. Memorandum from Director of Parks, Recreation and Cultural Services Re: Report No. PR12-005, Club Aurora Fitness Centre Business Plan

Recommended:

1. That the memorandum regarding Report No. PR12-005, Club Aurora Fitness Centre Business Plan be received for information.

3. Extract from Council Meeting of October 11, 2016 Re: Parks and Recreation Advisory Committee Meeting Minutes of September 15, 2016

Recommended:

1. That the Extract from Council Meeting of October 11, 2016, regarding the Parks and Recreation Advisory Committee meeting minutes of September 15, 2016, be received for information.

7. New Business

8. Adjournment



**Town of Aurora
Parks and Recreation Advisory Committee
Meeting Minutes**

Date: Thursday, September 15, 2016

Time and Location: 7 p.m., Holland Room, Aurora Town Hall

Committee Members: Councillor Michael Thompson (Chair), Councillor Tom Mrakas (Vice Chair), Juergen Daurer, Richard Doust, Stephen Kimmerer, Eric McCartney, and Brian Trussler

Member(s) Absent: None

Other Attendees: Al Downey, Director, Parks, Recreation and Cultural Services, and Samantha Yew, Council/Committee Secretary

The Chair called the meeting to order at 7 p.m.

1. Declaration of Pecuniary Interest and General Nature Thereof

There were no declarations of pecuniary interest under the *Municipal Conflict of Interest Act*.

2. Approval of the Agenda

**Moved by Juergen Daurer
Seconded by Stephen Kimmerer**

That the agenda as circulated by Legislative Services be approved.

Carried

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3. Receipt of the Minutes

Parks and Recreation Advisory Committee Meeting Minutes of June 16, 2016

**Moved by Stephen Kimmerer
Seconded by Richard Doust**

That the Parks and Recreation Advisory Committee meeting minutes of June 16, 2016, be received for information.

Carried

4. Delegations

None.

5. Matters for Consideration

1. Parks and Recreation Advisory Committee Terms of Reference – Revised

Staff provided an overview of the proposed changes to the Parks and Recreation Advisory Committee Terms of Reference. The Committee provided suggestions, including:

- A new mandate that includes open space in addition to parks; and
- As per the Sport Plan, the addition of “Sport” to the Committee name, and inclusion of sport-related matters in the Committee mandate; and
- Increase to two (2) members from the Sports Council; and
- The increase in frequency of meetings from bi-monthly to monthly.

**Moved by Councillor Mrakas
Seconded by Richard Doust**

1. That the Parks and Recreation Advisory Committee Terms of Reference – Revised be received; and
2. That the comments provided by the Parks and Recreation Advisory Committee (PRAC) be considered by staff in preparation of the revised PRAC Terms of Reference.

Carried

6. Informational Items

2. Memorandum from Manager of Parks Re: Pet Waste in Public Parks and Open Space

The Committee discussed possible strategies to deal with pet waste in public parks and open spaces.

**Moved by Richard Doust
Seconded by Juergen Daurer**

1. That the memorandum regarding Pet Waste in Public Parks and Open Spaces be received; and
2. **That the Parks and Recreation Advisory Committee recommend to Council:**
 1. **That staff be directed to investigate a public education program and public survey regarding pet waste in public parks and open spaces.**

Carried as amended

3. Club Aurora Membership Pass Summary Report for June and July 2016

**Moved by Richard Doust
Seconded by Stephen Kimmerer**

1. That the Club Aurora Membership Pass Summary Report for June and July 2016 be received for information.

Carried

4. Extract from Council Meeting of June 14, 2016 Re: Joint Accessibility Advisory Committee and Parks and Recreation Advisory Committee Meeting Minutes of May 31, 2016

**Moved by Eric McCartney
Seconded by Juergen Daurer**

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1. That the Extract from Council Meeting of June 14, 2016, regarding the Joint Accessibility Advisory Committee and Parks and Recreation Advisory Committee meeting minutes of May 31, 2016, be received for information.

Carried

- 5. Extract from Council Meeting of July 12, 2016
Re: Parks and Recreation Advisory Committee Meeting Minutes of
June 16, 2016**

Moved by Richard Doust

Seconded by Councillor Mrakas

1. That the Extract from Council Meeting of July 12, 2016, regarding the Parks and Recreation Advisory Committee meeting minutes of June 16, 2016, be received for information.

Carried

7. New Business

Juergen Daurer noted that a member of Club Aurora expressed concern regarding the state of the lockers at the Aurora Family Leisure Complex, noting more than half of the lockers are not in working condition. Staff indicated that Infrastructure and Environmental Services will be notified.

Eric McCartney inquired about the ownership and maintenance of feature walls to entrances of neighbourhoods, and the demolition of the feature walls that were located at the north-east and south-east corners of Batson Drive and Yonge Street. Staff indicated that the ownership and maintenance of feature walls varies, and that the feature walls at Batson Drive and Yonge Street were demolished as they required very extensive restoration. Staff noted that there are no plans to rebuild them at this time.

New Business Motion No. 1

Moved by Eric McCartney

Seconded by Juergen Daurer

Parks and Recreation Advisory Committee Meeting Minutes
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That the Parks and Recreation Advisory Committee recommend to Council:

1. That staff be directed to provide a review of the ownership, maintenance, and replacements of all existing feature walls in the Town; and
2. That staff be directed to investigate the feasibility of replacing the feature walls at the north-east and south-east corners Batson Drive and Yonge Street.

Carried

Stephen Kimmerer requested an update regarding the proposed Ice Allocation Policy update. Staff indicated that a report to Council is forthcoming.

Staff provided the Committee with an update on the Tender and construction timelines of Mavrillac Park, and noted that construction will likely commence in 2017.

Stephen Kimmerer inquired about the development of the turf field at the Stronach Aurora Recreation Complex. Staff indicated that it is currently in the Tendering process, and that a report to Council is expected in the fall.

8. Adjournment

Moved by Councillor Mrakas

Seconded by Stephen Kimmerer

That the meeting be adjourned at 8:48 p.m.

Carried

Committee recommendations are not binding on the Town unless adopted by Council at a later meeting.



Advisory Committee Meeting Library Square & Town Park

Fausto Filipetto
Senior Policy Planner
Town of Aurora

Background (Aurora Promenade)

- In 2009 the Town initiated a secondary planning process for the Downtown/Yonge Wellington Street Corridor
- This resulted in the creation of a Concept Plan - Urban Design Strategy for the area now known as "The Aurora Promenade"
- Implementing policies were included in the Town's new Official Plan

Background (Cultural Precinct)

- Key Strategy is to reinforce and enhance a Cultural Precinct within the three block area of Library Square to the Town Park



10/31/2016

Background (Cultural Precinct/Repurposing Study)

- Two studies were undertaken in 2015/2016:
 - Concept Plan for the Cultural Precinct
 - Repurposing Study

- Council directed Staff to consult on the results of the two studies in the Spring of 2016

Background (Public Consultation)

- A public consultation strategy was endorsed by Council in June 2016 which included:
 - Public Outreach (Survey/Questionnaire)
 - On-line Survey
 - Social Media Strategy
 - Public Meetings

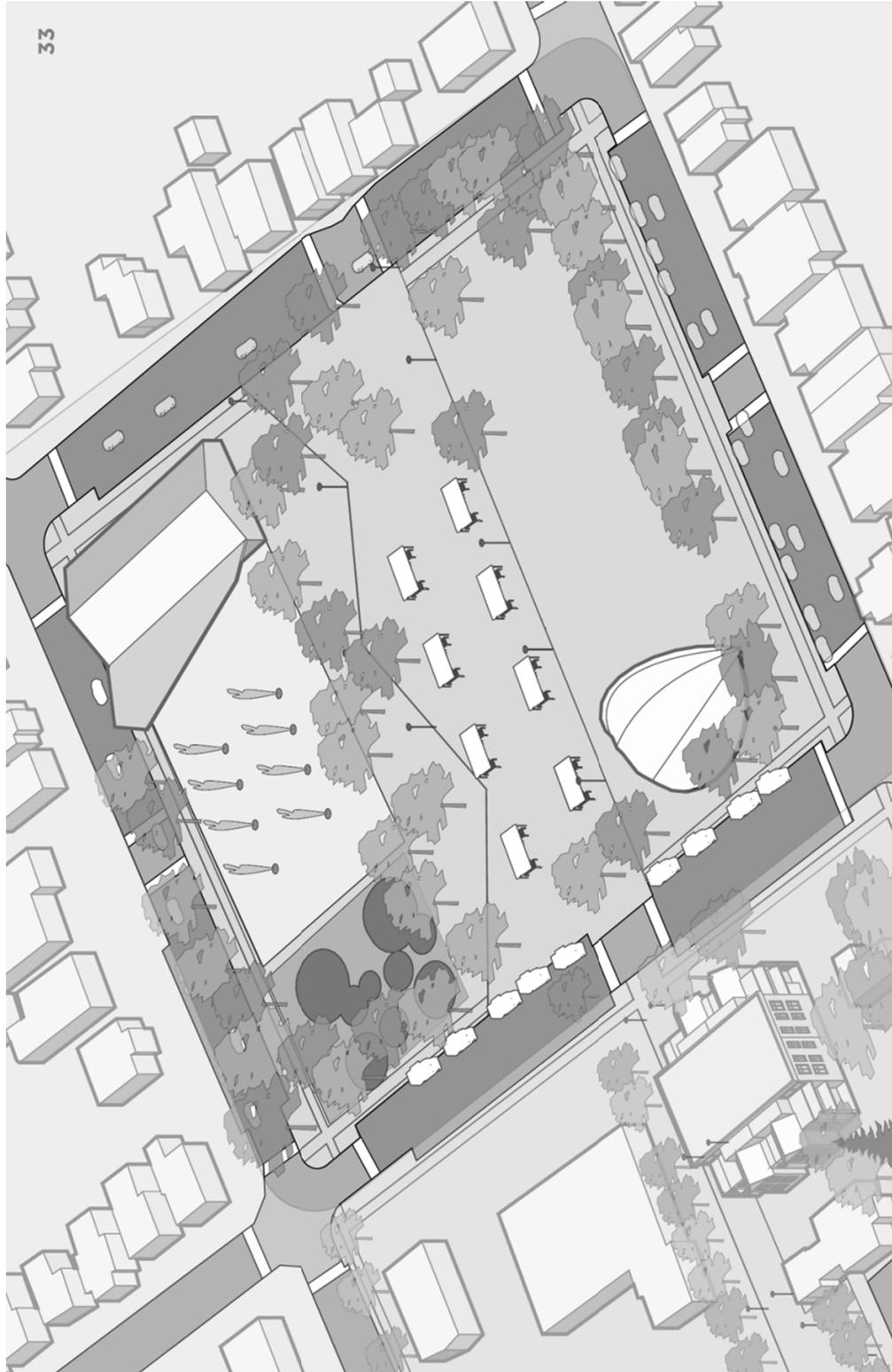
Background (Public Consultation)

- The Public Consultation focussed on Library Square and Town Park
- Staff conducted surveys during:
 - Concerts in the Park
 - Farmer's Markets (Incl. Doors Open)
 - At the Aurora Public Library

Background (Library Square Concept)



Background (Town Park Concept)



What We Heard (Town Park)

- Don't change Town Park (Approximately **33%**)
- In favour of Proposed Concept Plan (Approximately **26%**)
- Other (Approximately **41%**)

What Else We Heard (Town Park)

- Like the Concept Plan but keep the Baseball Diamond
- Like/love the splash pad/skating rink
- Baseball Diamond is underutilized
- Need more seating and benches
- No need to change the bandshell

What To Do with the Armoury?



What To Do with the Armoury?

- Art Gallery/Studio (**13** Respondents)
- Farmer's Market/Artisan Fair (**39** Respondents)
- Community Club House (**14** Respondents)
- Restaurant, Café, Brewery, Winery (**19** Respondents)
- All of above (**4** Respondents)

- Other popular responses: Snack Bar, Community Space, Vendor, Concert Venue

What We Heard (Library Square)

- Like the Proposed Concept Plan (Approximately **43%**)
- Don't Change Library Square (Approximately **14%**)
- Other (Approximately **43%**)

What Else We Heard (Library Square)

- Like Concept Plan but concerned about height & density
- Parking Concerns
- Need more parking in the downtown
- Need more restaurants in the downtown

What To Do with the Former Library?



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What To Do with the Former Library?

- Art Studio (7 Respondents)
- Meeting Hall (1 Respondent)
- Offices (2 Respondents)
- Community Club House (5 Respondents)
- Community Class Room (7 Respondents)
- Dance Studio (3 Respondents)
- All of above (1 Respondent)
- Other: Community Use, Retail, Parking, Museum

What To Do with the Former Seniors Centre?



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What To Do with the Former Seniors Centre?

- Sports Hall of Fame (3 Respondents)
- Meeting Hall (2 Respondents)
- Offices (1 Respondent)
- Community Club House (5 Respondents)
- Community Class Room (2 Respondents)
- Art Studio (6 Respondents)
- Performing Art Studio (6 Respondents)
- All of Above (1 Respondent)
- Other: Community Use, Retail, Parking

Next Steps

- **October 19:** Meeting with Library Board
- **October 24:** Aurora Chamber of Commerce
- **October/November:** Aurora Advisory Committees
- **November:** Council Workshop
- **November/December:** Council Action

Thank you!

- Questions/Comments/Discussion



PARKS, RECREATION AND CULTURAL SERVICES ADVISORY COMMITTEE

TERMS OF REFERENCE - REVISED

1. PURPOSE

To provide policy advice and assistance to Council through the Parks, Recreation and Cultural Services Department respecting the delivery of Parks, Recreation and Cultural Services programs and activities within the Town of Aurora.

2. VISION

- To support the community and Council in developing excellent park, recreation and sports services that build Aurora's quality of life;
- To support Aurora's high quality of life by helping ensure excellence in parks, recreation and sports. To do this as a key resource for addressing vital community and Council issues; and
- To help ensure excellence in Aurora's parks, recreation and sports services by addressing key community and Council issues.

3. MEMBERSHIP

The Committee shall be comprised of eight (8) Members as follows:

- Two (2) Members of Council; one appointed as Chair for a two-year term, the other appointed as Chair for the following two-year term;
- Four (4) citizen Members;
- Two (2) citizen Member from the Sports Council.

4. TERM

The Committee shall be appointed for a four-year term and will be concurrent with the term of Council.

5. REMUNERATION

None.



6. DUTIES AND FUNCTIONS

- Provide analysis and commentary on policy initiatives, core document review/updates to Council on Parks, Recreation and Cultural Services matters;
- Assist the Parks and Recreation Services Department in evaluating community needs, prioritizing and recommending changes to Council regarding the Parks, Recreation and Cultural Services Master Plan;
- Review and comment on annual Parks and Recreation Services capital objectives;
- Receive and comment on the merits of proposals and concepts for new projects brought forward by individuals, community groups and the public or private sector;
- Review policy-related reports prepared by the Director of Parks and Recreation Services and provide input on those reports;
- Form sub-committees to deal with specific new initiatives, policy issues, problems areas and identify strategic solutions;
- Attend events supported by Parks, Recreation and Cultural Services;
- Provide input and advice on Sport-related matters supported by the Sport Plan; and
- Play an active role in the education and information to residents on the benefits of Recreation; and
- Undertake other assignments as may be requested by Council from time to time.

7. MEETING TIMES AND LOCATIONS

Third Thursday of every second month at 7 p.m. with the exception of July and August. Additional meetings of the Committee may be called by the Chair to address urgent matters.

8. STAFF SUPPORT

The Parks, Recreation and Cultural Services Department provides technical support to the Committee.

The Corporate Services Department provides administrative support services to the Committee.

9. AGENDAS

Agendas are set by the Director in consultation with the Chair.



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Town of Aurora
Parks, Recreation and Cultural
Services Department

MEMORANDUM

DATE: November 17, 2016

TO: Parks and Recreation Advisory Committee Members

FROM: Allan D. Downey, Director, Parks, Recreation and Cultural Services

RE: Report No. PR12-005, Club Aurora Fitness Centre Business Plan

RECOMMENDATIONS

That the Parks and Recreation Advisory Committee receive this memorandum for information.

BACKGROUND

Report No. PR12-005, Club Aurora Fitness Centre Business Plan was approved by Council at its February 28, 2012 meeting and is being presented to PRAC for information.

ATTACHMENTS

Attachment #1 - Report No. PR12-005, Club Aurora Fitness Centre Business Plan and Council Extract

Attachment #1



TOWN OF AURORA
GENERAL COMMITTEE REPORT

No. PR12-005

SUBJECT: *Club Aurora Fitness Centre Business Plan*

FROM: *Allan D. Downey, Director of Parks and Recreation Services*

DATE: *February 7, 2012*

RECOMMENDATIONS

THAT report PR12-005 be received for information; and

THAT the 2012 Capital Budget request for Club Aurora be approved.

PURPOSE OF THE REPORT

To bring awareness to Council and the public about the Department of Parks & Recreation Service's vision statement and the health, fitness and wellness opportunities and services Club Aurora Fitness Centre provides to the community as a whole.

BACKGROUND

Council, at their Special General Committee meeting of November 14, 2011, made a recommendation that the Director of Parks & Recreation Services provide a further detailed report prior to approval of capital budget request. The recommendation was adopted by Council at their meeting of November 22, 2011.

COMMENTS

In 2011, Parks & Recreation Services Fitness staff conducted a comprehensive review of the Club Aurora Fitness Centre. A formalized business plan was developed which highlights specific recommendations to improve services for the Aurora community. The recommendations include:

- Review and re-structure of current membership packages and programming;
- Establish a corporate identity and branding guidelines for Club Aurora;
- Development of an annual marketing and promotional plan;
- Review and re-structure of current business practices; and
- Establish a capital repair and replacement plan for fitness equipment.

ALTERNATIVE(S) TO THE RECOMMENDATIONS

1. Council may choose not to approve the 2012 Capital Budget request for Club Aurora.

February 7, 2012

- 2 -

Report No. PR12-005

FINANCIAL IMPLICATIONS

The Capital Repair and Replacement Plan is recommended as follows:

2012 –	\$30,600
2013 –	\$55,000
2014 –	\$40,000

As part of the 2012 Club Aurora Business Plan, a five-year Repair and Replacement Maintenance Plan will be implemented.

CONCLUSIONS

That Council receive this presentation as information and that the 2012 Capital Budget request for Club Aurora be approved.

ATTACHMENTS

Attachment #1 - Club Aurora Fitness Centre Business Plan 2012 Presentation

PRE-SUBMISSION REVIEW

Executive Leadership Team Meeting, Wednesday, January 25, 2012.

Prepared by: Melodie McKay, Manager of Recreation- Ext. 4765



Allan D. Downey
Director, Parks and Recreation Services



Neil Garbe
Chief Administrative Officer

Attachment #1



Town of Aurora
Department of Parks & Recreation Services

CLUB AURORA FITNESS CENTRE
Business Plan 2012

General Committee Presentation
February 7, 2012



Department of Parks & Recreation Services
VISION

*‘The Aurora community is healthy, engaged,
proud and included as a result of the Parks and
Recreation Services Department’s emphasis on
lifelong active and healthy lifestyles for
everyone.’*

Government of Canada Fitness - Quick Facts

- Today's younger generation will be the first to live shorter life spans than their parents; Canada is currently ranked 5th in the world for childhood obesity
- Teenagers who are obese have an 80% chance of remaining obese as adults
- Obesity outranks both drinking and smoking in it's effects on health and health costs amongst our adult population
- Obesity is a risk factor for heart disease, strokes, cancer, kidney failure, asthma, arthritis, blindness, mental health problems and falls.

**"Physical activity is an important part of
healthy living at ANY age."**

Source: Government of Canada
Website
www.healthycanadians.gc.ca

Club Aurora is a community based fitness facility which provides health, wellness and fitness services, programs, and opportunities for ALL ages at affordable rates, in a family focused environment.



How is Club Aurora Different?

Professional Services

- CSEP/OHSF accredited facility
- Fully supervised during all operating hours
- Access to facility amenities (pool, track, hot tub, squash courts)
- Provide free fitness assessments, fitness consultations and equipment orientations to ensure the safety of every participant
- Home to the Group Fitness Instructor Apprenticeship Program to mentor new upcoming instructors

Family/Community Focus

- No "high pressure" sales
- Flexible membership options (pro-rated refunds & on-hold options)
- Affordable rates & fees (spouse, additional family member & senior discounts, corporate rates)
- Support numerous fundraising & charitable events such as the Canadian Cancer Society, Heart & Stroke Foundation, & Salvation Army

How is Club Aurora Different?

Family/Community Focus (cont'd)

- In-house subsidy option for lower income families/individuals
- Fitness programming that is available to non-club members
- Access to fitness facility 12 years+
- Provide workplace/internship opportunities for students studying the health, wellness and fitness industry
- Easily accessible in the community



How is Club Aurora Different?

Community Partnerships

- Southlake Regional Health Centre and the Heart Wise Exercise Network supplementary rehabilitation program
- York Region – PLAY Program for subsidized fitness programs for children, youth and adults
- The ABLE Network for workplace opportunities
- Aurora Seniors Association for year round discounted track use for ASA members
- Local schools to provide fitness classes to students (AMS, St Max, G.W. Williams, & Cardinal Carter S.S., & Sir William Mulock)
- Local community groups for sport specific training opportunities (Ducks, STORM Volleyball, & Aurora Youth Soccer)
- CanFitPro to deliver Instructor Certification Programs

About Club Aurora Fitness Centre...

Located at 135 Industrial Parkway North, as part of the Aurora Family Leisure Complex

Opened on February 20, 1988

Open 16.25 hours/day, 7 days/week, 362 days/year

Facility amenities include:

65 metre indoor track

3100 sq foot Ramflex Weight Training Floor

2650 sq foot Aerobics floor with bio-mechanically advanced maple floor system

410 sq foot Cyclefit/Spinning Room

550 sq foot Paramount Room

4 Squash/Racquet Courts

750 sq foot Child Minding Services room

Accessible to 4 lane pool and hot tub in same facility



**Club Aurora Analysis
Summary**

Club Aurora Membership Packages for Everyone:

Full Membership – Student, Adult, Senior & Additional Family Member
1 month trial, 3, 6 & 12 month options

Fitness Studio Membership – Student, Adult, Senior & Additional Family Member
1 month trial, 3, 6 & 12 month options

Aquafit Membership – Student, Adult, Senior & Additional Family Member
3, 6 & 12 month options

Track Membership – Student, Adult, Senior & Additional Family Member
3, 6 & 12 month options

Squash Membership – Student, Adult, Senior & Additional Family Member
5 & 9 month options

All memberships are currently restricted to those 14 years+

Club Aurora Demographics – 5 Year History

YEAR (Jan 1 – Dec 31)	ACTIVE MEMBERS
2007	3,213
2008	3,269
2009	2,976
2010	2,894
2011	2,564

Club Aurora has experienced a 20% decline in memberships over the last 5 years. Based on regular participant feedback, the number 1 complaint is that the equipment is old and outdated.

Club Aurora Revenue per Member – 5 Year History

Year	Members	Revenue	Revenue/Per Member
2007	3,213	\$539,742.48	\$167.99/pm
2008	3,269	\$573,813.08	\$175.53/pm
2009	2,976	\$559,673.26	\$188.06/pm
2010	2,894	\$507,909.26	\$175.50/pm
2011	2,564	\$466,103.63	\$181.79/pm

*For period January 1 to January 31, 2012 only. All other years are calculated from Jan 1 – Dec 31 inclusive.

Club Aurora Demographics – Daily Use

Students (14 to 17 years)

Males – 9% Females – 4%

Adults (18 to 54 years)

Males – 34% Females – 24%

Seniors (55 years +)

Males – 20% Females – 9%

Most frequent Users – Adult Males (ages 18 to 54 years)

Least Frequent Users – Student Females (ages 14 to 17 years)

Note: Based on daily attendance tracked for period May 21 to September 22, 2011

Club Aurora Facility Use

% Daily Users per Club Aurora Fitness Activity:

Gym Floor/Paramount Room Equipment Use	61%
Aerobics/Fitness Classes	21%
Aquafitness	8%
Squash	6%
Cyclefit	4%

The gym floor/paramount room equipment use constitutes a total of 61% of our daily use at the fitness centre, more than all other fitness areas combined.

Club Aurora Facility Use

Gym/Aerobics Floor Use Compared to Operational Hours:

Week Day	Operational Hours	# Hrs Gym Floor Use	# Hrs Aerobics Floor Use
Monday	16.25 hrs/day	16.00 hrs/day	7.75 hrs/day
Tuesday	16.25 hrs/day	16.00 hrs/day	6.25 hrs/day
Wednesday	16.25 hrs/day	16.00 hrs/day	6.75 hrs/day
Thursday	16.25 hrs/day	16.00 hrs/day	6.75 hrs/day
Friday	16.25 hrs/day	16.00 hrs/day	4.25 hrs/day
Saturday	9.25 hrs/day	9.00 hrs/day	2.5 hrs/day
Sunday	9.25 hrs/day	9.00 hrs/day	1.0 hrs/day

Gym floor is used 98% of time during weekly operating hours vs. aerobics floor being used 35% of time during weekly operating hours.

Club Aurora Facility Use

Square Footage Compared to Participant Usage:

Gym Floor/Paramount Room	58% of square footage	74.5% use
Aerobics Floor	42% of square footage	25.5% use

The gym floor constitutes a little more than half of the floor square footage at the centre, however, the usage constitutes 3 times that of the aerobics floor.

Club Aurora's Mission

RETAIN, REBUILD, GROW



Club Aurora Business Plan Recommendations

Club Aurora 2012 Business Plan Objectives:

Review & Re-structure of Current Membership Packages & Programming (Rebuild & Grow)

- Add one month renewal membership option to the Full and Fitness Studio Packages
- Add Family Membership Option to encourage more families to work out together
- Lower age restriction from 14 years to 12 years to address younger community members
- Expand & Implement more student Special membership Packages to include Reading Week/March/Spring Breaks to enhance options for students when they are home from school
- Develop a new F.I.T. Club -12 to 14 years & 15 to 17 years to encourage healthy lifestyles and physical activity
- Develop and implement a new Youth Boot Camp and Youth Cyclefit Fitness Programs to local schools to address child/youth physical activity needs and to utilize daytime "down time" on the aerobics floor and in the Cyclefit room.

Club Aurora 2012 Business Plan Objectives:

Establish a Corporate Identity and Branding Guidelines (Rebuild & Grow)

- New Club Aurora logo
- Club Aurora Fitness staff standardized uniforms
- Club Aurora Fitness staff name tags
- Standardize all printed promotional/marketing material
- Update "look" of Club Aurora Fitness Centre facility – new paint colours, updated equipment
- Branded Club Aurora Fitness Centre merchandise



Club Aurora 2012 Business Plan Objectives:

Development of an Annual Marketing & Promotional Plan (Retain & Grow)

- Create a Staff Ambassador to promote Club Aurora by conducting off site wellness programs, and participating in community events
- Implement a formal Retention Strategy – the probability of a satisfied member renewing is 60% to 70% whereas the probability of recruiting a new member ranges from 5% to 20%
- Introduce quarterly wellness seminars – invite chiropractors, naturopaths, homeopaths, authors, nutritionists & medical practitioners as speakers
- 68% of members are believed to leave their fitness club as a result of poor interaction with fitness staff – implement a standardized customer service manual for fitness staff and instructors
- Develop a new members Welcome Package, incentive program and Club Aurora merchandise
- e-Marketing to active and expired members through approved e-mail addresses
- Allocate marketing funds in annual fitness operating budget
- Develop "niche" marketing strategies

Club Aurora 2012 Business Plan Objectives:

Review & Re-Structure of Current Business Practices
(Rebuild & Grow)

- Standardized Club Aurora Fitness Instructor job descriptions and pay rates to streamline administrative functions and allow for Fitness staff to spend more time on the gym floor with customers
- Review and re-structure Squash Program:
Obtain a Squash Ontario membership to allow Club Aurora to host tournaments with other clubs and encourage the growth of the sport
Introduce a ladies house league and competitive league to grow membership
Introduce a seniors afternoon program to utilize "down time" on the courts during the day
- Expand personal training options to include the pool to provide more service options

Club Aurora 2012 Business Plan Objectives:

Review & Re-Structure of Current Business Practices (cont'd)

- Review and re-structure Child Minding Services:
Consider adjusting operating hours to accommodate more users (i.e. evening hours)
Incorporate theme weeks and special daily activities to encourage participation
Implement an "in house marketing and promotion campaign" to members to generate an increase in use
- Regularly review and update Club Aurora Fitness Policies & Procedures based on members feedback, regular survey results, and quarterly facility use/attendance reports
- Review and re-structure of weekly class schedules based on seasonal usage

**Club Aurora 2012 Business
Plan Objectives:**

**Establish Capital Repair & Replacement Plan for Fitness
Equipment (Retain & Grow)**

- 61% of our daily fitness activity participants are using the fitness equipment over any other Club Aurora Activity on a daily basis
- The gym floor/paramount room equipment is being used 98% of the time during weekly operating hours
- 74.5 % of users are using the gym floor and paramount room compared to 25.5% using the aerobics floor for classes on a daily basis
- Current Club Aurora Fitness Centre equipment ranges in age from 3 years to 15+ years. A gradual replacement plan is being recommend in an effort to reduce the redundancy of old equipment, stay current with new fitness trends, and to ensure that old equipment is replaced before escalated repair costs are incurred and to reduce the risk of potential injury to a member/user.

Club Aurora Capital Equipment Replacement Schedule

2012		2013		2014	
2 Treadmills	\$12,500	2 Treadmills	\$12,500	2 Concept II Rowers	\$3,000
1 Recumbant Bike	\$3,300	2 Ellipticals	\$12,000	8 Rev Master Bikes	\$12,500
1 Upright Bike	\$3,000	1 Upright Bike	\$3,000	2 Stairmasters	\$7,000
1 Stairmaster	\$3,500	1 Seated Row*	\$4,500	1 Standing Calf Raise*	\$4,000
1 Chest Press*	\$4,200	8 Rev Master Bikes	\$12,500	1 Incline Press*	\$4,600
1 Shoulder Press*	\$4,100	1 Upright Bike	\$3,000	1 Lat Pulldown*	\$4,000
		1 Fly Machine*	\$4,000	1 Back Extension*	\$4,900
		1 Recumbant Bike	\$3,500		
TOTAL	\$30,600		\$55,000		\$40,000

*strength equipment

By 2015 all current equipment will be replaced with newer models. A five (5) year replacement cycle of equipment is being planned as part of the Club Aurora comprehensive maintenance plan.

CLUB AURORA 2012 KPI'S

- % of Weekly Operating Hours for Aerobics Floor
- % of Membership Renewals
- % of New Members Per Year
- Average Number of Weekly Club Aurora Visits Per Year
- Annual Revenue Per Member



Prepared by: Melodie McKay, Manager of Recreation
February 2012



**EXTRACT FROM GENERAL COMMITTEE MEETING 12-04
HELD ON TUESDAY, FEBRUARY 21, 2012 AND ADOPTED AT
COUNCIL MEETING 12-06 ON TUESDAY, FEBRUARY 28, 2012**

VII CONSIDERATION OF ITEMS REQUIRING SEPARATE DISCUSSION

1. Deferred from General Committee Meeting of February 7, 2012 (Item 9)

PR12-005 – Club Aurora Fitness Centre Business Plan

General Committee recommends:

THAT report PR12-005 be received; and

THAT the 2012 Capital Budget request for Club Aurora be approved.

CARRIED



**Extract from
Council Meeting of
Tuesday, October 11, 2016**

7. Adoption of Items Not Requiring Separate Discussion

Items 1 (with the exception of sub-items 3 and 11) and 2 were identified as items not requiring separate discussion.

Moved by Councillor Pirri

Seconded by Councillor Thom

That the following recommendations with respect to the matters listed as “Items Not Requiring Separate Discussion” be adopted as submitted to Council and staff be authorized to take all necessary action required to give effect to same:

1. General Committee Meeting Report of October 4, 2016

That the General Committee meeting report of October 4, 2016, be received and the following recommendations carried by the Committee be approved:

(13) Parks and Recreation Advisory Committee Meeting Minutes of September 15, 2016

1. That the Parks and Recreation Advisory Committee meeting minutes of September 15, 2016, be received; and

2. Memorandum from Manager of Parks

Re: Pet Waste in Public Parks and Open Space

1. That staff be directed to investigate a public education program and public survey regarding pet waste in public parks and open spaces.

New Business Motion No. 1

1. That staff be directed to provide a review of the ownership, maintenance, and replacements of all existing feature walls in the Town; and

2. That staff be directed to investigate the feasibility of replacing the feature walls at the north-east and south-east corners Batson Drive and Yonge Street.

Carried