

Public Release
March 29, 2018



**Town of Aurora
Additional Items to
General Committee Meeting Agenda**

Tuesday, April 3, 2018
7 p.m., Council Chambers

- **Revised General Committee Meeting Agenda Index**
- **Item R9 – CMS18-008 – Facility Sponsorship Program – Treasure Hill**



**Town of Aurora
General Committee
Meeting Agenda (Revised)**

Tuesday, April 3, 2018
7 p.m., Council Chambers

Councillor Kim in the Chair

1. Approval of the Agenda

Recommended:

That the agenda as circulated by Legislative Services be approved.

2. Declarations of Pecuniary Interest and General Nature Thereof

3. Presentations

4. Delegations

(a) Anna Kennedy, representing Aurora Duplicate Bridge Club

Re: Seniors and Duplicate Bridge

5. Consent Agenda

Items listed under the Consent Agenda are considered routine or no longer require further discussion, and are enacted in one motion. The exception to this rule is that a Member may request for one or more items to be removed from the Consent Agenda for separate discussion and action.

Recommended:

That the following Consent Agenda Items, C1 to C4 inclusive, be approved:

C1. PDS18-031 – Award of Tender 2018-23-PDS-ENG – For Roadway Rehabilitation on Orchard Heights Boulevard, Whispering Pine Trail and Harmon Avenue

Recommended:

1. That Report No. PDS18-031 be received; and
2. That Tender 2018-23-PDS-ENG, Capital Project No. 31126, for Roadway Rehabilitation on Orchard Heights Boulevard (from Bathurst Street to Hill Drive), Whispering Pine Trail (from Aurora Heights Drive to Orchard Heights Boulevard) and Harmon Avenue be awarded to RA Crete-Scape Ltd. in the amount of \$688,652.28 excluding taxes; and
3. That the Mayor and Town Clerk be authorized to execute the necessary Agreement, including any and all documents and ancillary agreements required to give effect to same.

C2. Community Recognition Review Advisory Committee Meeting Minutes of February 26, 2018

Recommended:

1. That the Community Recognition Review Advisory Committee meeting minutes of February 26, 2018, be received for information.

C3. Finance Advisory Committee Meeting Minutes of February 28, 2018

Recommended:

1. That the Finance Advisory Committee meeting minutes of February 28, 2018, be received for information.

C4. Heritage Advisory Committee Meeting Minutes of March 5, 2018

Recommended:

1. That the Heritage Advisory Committee meeting minutes of March 5, 2018, be received for information.

6. Consideration of Items Requiring Discussion (Regular Agenda)

R1. CAO18-003 – Joint Operations Centre (JOC) Project Independent Review Report

Presentation to be provided by Doug Nadorozny, Chief Administrative Officer, and Janis Haugh, Brook Laker and Associates

Recommended:

1. That Report No. CAO18-003 be received; and
2. That the Chief Administrative Officer implement and oversee a comprehensive project management discipline for the oversight of the current major construction projects underway with the Town, pending completion of the Town's internal project management initiative; and
3. That staff bring forward for approval a report of the items required to complete the JOC as were conditionally approved in the 2018 capital budget.

R2. CS18-006 – Entry onto Private Property Protocol

Recommended:

1. That Report No. CS18-006 be received; and
2. That the standard operating guideline regarding entry onto private property and immediate access protocols ("SOG") for Municipal Law Enforcement Officers as outlined on Attachment #1 be endorsed; and
3. That staff report back to Council after one year of implementation of the standard operating guideline with recommendations on the continuance of practice.

R3. FS18-011 – Funding Strategy for Pending Major Projects

Recommended:

1. That Report No. FS18-011 be received; and
2. That the funding strategies for the various pending projects outlined in Report No. FS18-011 be endorsed.

R4. PDS18-025 – Parking Restrictions on Lensmith Drive

Recommended:

1. That Report No. PDS18-025 be received; and
2. That Parking By-law No. 4574-04.T be amended to prohibit parking at any time on the south and west sides of Lensmith Drive from the westerly property limit of house no. 38 Lensmith Drive to a point nine metres south of the corner radius.

**R5. PDS18-035 – Community Improvement Plan (CIP) Incentive Program
CIP Agreement Authorization
PMK Capital Inc.
95 Wellington Street East
File No. CIP-2014-02**

Recommended:

1. That Report No. PDS18-035 be received; and
2. That the Director of Planning and Development Services be authorized to enter into a Community Improvement Plan (CIP) Agreement to allow for the Tax-Based Redevelopment Grant to be awarded to PMK Capital Inc., including any and all documents and ancillary agreements required to give effect to same.

R6. PDS18-033 – Proposal for Zoning By-law Amendment Application

Recommended:

1. That Report No. PDS18-033 be received; and
2. That the Zoning By-law Proposal from the following applicant be accepted as a Zoning By-law Amendment Application:
 - (a) Weston Consulting (254 Kennedy Street West).

R7. PDS18-037 – Small Cell Technology Pilot with Rogers Communications

Recommended:

1. That Report No. PDS18-037 be received; and
2. That the Director of Planning and Development Services be authorized to execute facility licensing agreements with Rogers Communications, including any and all documents and ancillary agreements required to give effect to same; and
3. That revenue from the licensing agreement with Rogers Communications be directed to the Economic Development Reserve Fund.

R8. Summary of Committee Recommendations Report No. 2018-04

Recommended:

1. That Summary of Committee Recommendations Report No. 2018-04 be received; and
2. That the Committee recommendations contained within this report be approved.

R9. CMS18-008 – Facility Sponsorship Program – Treasure Hill
(Added Item)

Recommended:

1. That Report No. CMS18-008 be received; and

2. That the Director of Community Services be authorized to execute the Agreement between the Town of Aurora and Treasure Hill for the Facility Sponsorship of the Spin Cycle Room at the Aurora Family Leisure Complex, including any and all documents and ancillary agreements required to give effect to same; and
3. That the Director of Community Services be given delegated authority to execute all future recreation facility sponsorship agreements.

7. Notices of Motion

(a) Councillor Gaertner

Re: Sewer Use By-law and Environmental Concerns

(b) Councillor Kim and Councillor Humfryes

Re: Residential Zoning Amendment Applications

8. New Business

9. Closed Session

10. Adjournment



**Town of Aurora
General Committee Report**

No. CMS18-008

Subject: Facility Sponsorship Program – Treasure Hill
Prepared by: John Firman, Manager of Business Support
Department: Community Services
Date: April 3, 2018

Recommendation

- 1. That Report No. CMS18-008 be received; and**
- 2. That the Director of Community Services be authorized to execute the Agreement between the Town of Aurora and Treasure Hill for the Facility Sponsorship of the Spin Cycle Room at the Aurora Family Leisure Complex, including any and all documents and ancillary agreements required to give effect to same; and**
- 3. That the Director of Community Services be given delegated authority to execute all future recreation facility sponsorship agreements.**

Executive Summary

The purpose of this report is to inform Council of the Facility Sponsorship commitment from Treasure Hill to rename the Spin Cycle Room at the Aurora Family Leisure Complex (AFLC), and to obtain delegated authority for the Director of Community Services to execute all future recreation facility sponsorship agreement.

This report will discuss:

- Previous Spin Cycle Room sponsor
- Treasure Hill sponsorship agreement
- Request for delegated authority

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Background

The Recreation Facility Sponsorship program provides the opportunity for businesses and individuals to sponsor individual recreation facilities, such as arenas, pools, meeting rooms, etc., through naming rights. The program began in 2014.

Staff have received a commitment from Treasure Hill to sponsor the Spin Cycle Room at the AFLC.

Analysis

Previous Spin Cycle Room sponsor

At its meeting of December 12, 2017 Council approved the sponsorship agreement with BionX International Corporation (BionX) for a three year term. BionX has since gone out of business and is no longer able to honour the terms of the agreement.

TREASURE HILL sponsorship agreement

Treasure Hill has agreed to a three-year commitment at \$3,000/year for the naming rights of the Spin Cycle Room. The AFLC Spin Cycle Room will be renamed to the Treasure Hill Cycling Room, and Treasure Hill shall pay to the Town a sponsorship fee of \$3,000/year for three years.

Treasure Hill has requested immediate implementation of this sponsorship agreement.

In accordance with Report CFS15-006 these funds, less sponsorship program expenses (i.e. signage) shall be placed in the Recreation Sponsorships Reserve account to be drawn upon for Youth Programming.

This sponsorship agreement comes into effect as of April 4, 2018.

Request for delegated authority

As in this case with Treasure Hill, sponsors are often eager to implement their sponsorship agreement as soon as possible, and are reluctant to wait for the six week approval process. This is similar to the experience with facility advertising clients, for which the Director of Community Services currently has delegated authority to enter into agreements.

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All recreation facility naming rights are implemented (signage) in a consistent manner in accordance with the “Town of Aurora Together With...” sponsorship signage program, as adopted by Council on June 11, 2013.

The delegated authority would apply to all recreation facility sponsorships, with the exception complete buildings (ie: Stronach Aurora Recreation Complex) and parks. Naming of a park or an entire recreation centre would continue to come to Council in accordance with the Facility Naming Rights Policy approved by Council May 4, 2006.

Advisory Committee Review

Not applicable.

Legal Considerations

The Town will enter into a sponsorship agreement with Treasure Hill.

Financial Implications

The Town shall receive \$9,000 paid at \$3,000 per year from 2018 through 2020, less program expenses.

Communications Considerations

Communications will provide support to the Business Support team to ensure the sponsor receives appropriate brand recognition.

Link to Strategic Plan

Facility sponsorship supports the Strategic Plan goal of enabling a diverse, creative and resilient economy through its accomplishment in satisfying requirements in the following key objectives within this goal statement:

Leverage partnerships with local boards, chambers and business organizations to promote Aurora as a preferred location for business.

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Alternative(s) to the Recommendation

1. Council can decline to enter into this sponsorship agreement
2. Council can decline to approve delegated authority to the Director of Community Services
3. Council can provide further direction

Conclusions

Staff recommends that Council approves the Treasure Hill sponsorship and delegated authority for the Director of Community Services, as presented.

Attachments

None

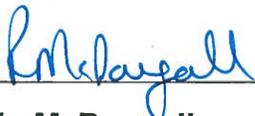
Previous Reports

PRCS17-043 Facility Sponsorship Program – BionX International Corporation

Pre-submission Review

None

Departmental Approval



Robin McDougall
Director of Community Services

Approved for Agenda



Doug Nadorozny
Chief Administrative Officer