



**Parks, Recreation
and Cultural Services
Advisory Committee
Meeting Agenda**

Thursday, April 19, 2018

7 p.m.

**Holland Room
Aurora Town Hall**

Public Release
April 13, 2018



**Town of Aurora
Parks, Recreation and Cultural Services
Advisory Committee
Meeting Agenda**

Date: Thursday, April 19, 2018

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

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. Receipt of the Minutes

**Parks, Recreation and Cultural Services Advisory Committee Meeting Minutes
of February 15, 2018**

Recommended:

That the Parks, Recreation and Cultural Services Advisory Committee meeting minutes of February 15, 2018, be received for information.

4. Delegations

5. Matters for Consideration

1. Memorandum from Director, Community Services Re: Pricing Policy for Recreation Services

Recommended:

1. That the memorandum regarding Pricing Policy for Recreation Services be received; and
2. That the Parks, Recreation and Cultural Services Advisory Committee provide input on the Pricing Policy; and
3. That the Parks, Recreation and Cultural Services Advisory Committee recommend to Council:
 - (a) That a consultant be retained to complete a Pricing Policy.

6. Informational Items

2. Extract from Council Meeting of March 27, 2018 Re: Parks, Recreation and Cultural Services Advisory Committee Meeting Minutes of February 15, 2018

Recommended:

1. That the Extract from Council Meeting of March 27, 2018, regarding the Parks, Recreation and Cultural Services Advisory Committee meeting minutes of February 15, 2018, be received for information.

7. New Business

8. Adjournment



**Town of Aurora
Parks, Recreation and Cultural Services
Advisory Committee
Meeting Minutes**

Date: Thursday, February 15, 2018

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

Committee Members: Councillor Tom Mrakas (Chair), Councillor Michael Thompson (Vice Chair), Reg Chappell, Juergen Daurer, Richard Doust, Stephen Kimmerer (arrived at 7:04 p.m.), Eric McCartney, and Brian Trussler (arrived at 7:10 p.m.)

Member(s) Absent: None

Other Attendees: Lisa Warth, Acting Director of Community Services, and Ishita Soneji, Council/Committee Secretary

The Chair called the meeting to order at 7.02 p.m.

1. Approval of the Agenda

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

That the agenda as circulated by Legislative Services be approved.

Carried

2. Declarations of Pecuniary Interest and General Nature Thereof

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

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3. Receipt of the Minutes

**Parks, Recreation and Cultural Services Advisory Committee Meeting Minutes
of November 30, 2017**

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

That the Parks, Recreation and Cultural Services Advisory Committee meeting minutes of November 30, 2017, be received for information.

Carried

4. Delegations

None

5. Matters for Consideration

None

6. Informational Items

1. Memorandum from Acting Director, Community Services Re: Pricing Policy for Recreation Services

Ms. Lisa Warth, Acting Director of Community Services, provided a brief overview of the Pricing Policy for Recreation Services, and noted that a policy review was suggested during the most recent audit.

The Committee and staff discussed about various aspects of the policy, including the different levels of cost recovery with respect to the programs offered, parameters of non-resident surcharge fees, and other determining factors such as operating budget pressures on setting the price.

The Committee requested staff to provide more information regarding the discussed aspects of the policy, and noted that the information be brought back to the Committee for further review.

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

1. That the memorandum regarding Pricing Policy for Recreation Services be received and the comments of the Committee be referred to staff for consideration and action as appropriate.

Carried

2. **Extract from Council Meeting of January 30, 2018
Re: Parks and Recreation and Cultural Services Advisory Committee
Meeting Minutes of November 30, 2017**

**Moved by Reg Chappell
Seconded by Stephen Kimmerer**

2. That the Extract from Council Meeting of January 30, 2018, regarding the Parks, Recreation and Cultural Services Advisory Committee meeting minutes of November 30, 2017, be received for information.

Carried

7. New Business

Eric McCartney informed the Committee regarding the possibility of receiving recreation grants from the Provincial and Federal government for the proposed additional gymnasium.

Reg Chappell inquired about the status on the design development for the new multi-purpose sport facility, and staff agreed to follow up.

The Committee inquired about the Committee recommendation regarding the proposed additional gymnasium at the Stronach Aurora Recreation Complex (SARC). The Chair noted that a report to Council is forthcoming regarding the feasibility and cost of the gymnasium.

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8. Adjournment

Moved by Councillor Thompson

Seconded by Reg Chappell

That the meeting be adjourned at 8:00 p.m.

Carried

Committee recommendations are not binding on the Town unless adopted by Council.



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Town of Aurora
Community Services

Memorandum

Date: April 19, 2018
To: Parks, Recreation and Cultural Services Advisory Committee
From: Robin McDougall, Director, Community Services
Re: **Pricing Policy for Recreation Services**

Recommendation

- 1. That the memorandum regarding Pricing Policy for Recreation Services be received; and**
- 2. That the Parks, Recreation and Cultural Services Advisory Committee provide input on the Pricing Policy; and**
- 3. That the Parks, Recreation and Cultural Services Advisory Committee recommend to Council that a consultant be retained to complete a Pricing Policy.**

Background

The Town of Aurora is undertaking a review of the Pricing Policy for Recreation Programs and Services (current policy was adopted in 2009). An overview of the policy was provided to the Parks, Recreation and Cultural Services Advisory Committee (PRCSAC) at its meeting on February 15, 2018. The Committee requested that staff provide additional information regarding the discussed aspects of the policy for further review.

The attachments will provide some details of the program cost recovery, as well as an overview of some pricing studies completed in other municipalities. This overview includes an outline of the common themes that were included in their pricing policies, such as; societal benefits, comparative pricing and service trends. Additional information will be brought forward during the meeting for discussion.

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The 2009 policy requires updating; staff will discuss the option to hire a consultant to complete the pricing policy and will be seeking the Committee's support to issue a Request for Proposal (RFP) for this service.

Attachments

Attachment No. 1 – Recreation Program Cost Recovery

Attachment No. 2 – Notes on Town of Aurora Pricing Study

Attachment No. 1

Recreation Program Cost Recovery

Program Name	Expenses	Revenue	Actual Cost Recovery percentage	Recommended cost recovery target in current policy
Intro/General preschool program	\$687 per 10 classes, 1 hour per week (includes indirect expenses of 25%)	\$540 based on minimum 6 participants	32%	minimum 30%
Intro/General children program	\$496 per 10 classes, 1 hour per week (includes indirect expenses of 25%)	\$570 based on minimum 6 participants	over 100%	minimum 30%
Intermediate/Holiday preschool	\$136 per 1 hour class (includes indirect expenses of 25%)	\$72 based on minimum 6 participants	51%	minimum 55%
Red Cross swim lessons	\$245 per 10 classes, once per week (includes indirect expenses of 50%)	\$275 based on minimum 4 participants	over 100%	minimum 30%
Aquafit Class	\$396 per 10 classes, once per week (includes indirect expense of 50%)	\$456 based on minimum 6 participants	over 100%	minimum 30%
Intermediate/Holiday children program	\$731 per 8 classes, once per week (includes indirect expense of 25%)	\$636 based on minimum 6 participants	85%	minimum 55%
Advanced/Speciality children program	\$1725 per 8 classes, once per week (includes indirect expense of 25%)	\$1740 based on minimum 6 participants	less than 1%	minimum 75%
Advanced/Speciality adult program	\$770 per 6 classes (includes indirect expense of 25%)	\$720 bases on minimum of 6 participants	93%	minimum 75%

Note: Indirect expenses include facility operating and maintenance costs, customer service support costs, utilities, full time program costs, capital maintenance/replacement

Attachment No. 2

Notes on Town of Aurora pricing study:

Several pricing studies were looked at including those from the City of Edmonton, City of Windsor, Town of Oakville, the City of Pickering, Town of Richmond Hill, Township of Kind and the City of Mississauga. There were some common themes between all including:

- Societal benefit – this subscribes to the notion that recreation activities yield varying degrees of benefit to both individuals and the overall community. Some activities provide more individual benefit and others provide a benefit to the community as a whole, even when the community as a whole does not participate in the activity. A “learn to swim” program contributes to an individual’s skill development, as well as health. The broader community also benefits through the promotion of aquatic safety. Many activities that focus on health healthy physical activities also contribute to the general reduction of health costs. Targeted programs such as those directed to assist youth at risk, might assist in reducing justice and safety costs. Typically, these kinds of programs are heavily subsidized. Other activities may promote strong cohesive families and communities and contribute to general community wellbeing and social service cost reductions. This broader community gain is typically referred to as societal benefit.
- Comparative pricing – It is important that fees are matched to other providers of that service. This most frequently applies where the private sector provides options.
- Service Trends – Increasing or decreasing popularity of a program or activity changes the priority of the service outcomes. As an example, the past several years has seen a significant increase in services that support active living. Changes in the demographics of many communities can also result in an increase or decrease in the popularity of programs. These trends will influence the demand for services and the focus of services provided.



**Extract from
Council Meeting of
Tuesday, March 27, 2018**

5. Consent Agenda

**Moved by Councillor Thompson
Seconded by Councillor Thom**

C1. General Committee Meeting Report of March 20, 2018

1. That the General Committee meeting report of March 20, 2018, be received and the following recommendations carried by the Committee approved:

**(C10) Parks, Recreation and Cultural Services Advisory Committee Meeting
Minutes of February 15, 2018**

1. That the Parks, Recreation and Cultural Services Advisory Committee meeting minutes of February 15, 2018, be received for information.

Carried