



**Subject: Recreation & Sports Advisory Committee Recommendation**

**Report Number:** RCP 24-008

Department: Recreation, Culture and Parks Department

Submitted by: Andrea Greenway, Acting Director of Recreation, Culture and Parks

Meeting Type: Advisory Committee Meeting

Meeting Date: Wednesday, January 17, 2024

**RECOMMENDATION**

- A. THAT report titled RCP 24-008 Recreation & Sports Advisory committee recommendation be received as information; and
- B. THAT feedback and any recommendations from the Museum, Culture, Heritage and Special Awards Committee on option 2 be provided to Council

**BACKGROUND**

At the November 27, 2023, meeting of Tillsonburg Town Council, the following resolution was passed with an amendment to Advisory Committee Clause B:

**RCP 23-32 Recreation and Sports Advisory Committee Report**

**Resolution # 2023-558**

**Moved By:** Deputy Mayor Beres

**Seconded By:** Councillor Luciani

*A. THAT report titled "Recreation & Sports Advisory Committee Report to Council" be received as information, and*

*B. THAT Council approves the recommendations of the Recreation and Sports Advisory Committee as follows:*

*A. THAT the Recreation & Sports Advisory Committee recommend that the communications/social media report be received by Council, and*

*B. THAT the Recreation & Sports Advisory committee recommendation that Council implement Option 2 as outlined in the report be referred to the Museum, Culture, Heritage and Special Awards Committee; and*

*C. THAT a subcommittee be created to review scoring matrix for the Hall of Fame nominations consisting of Andrew Gradish, Taylor Campbell, Chris Parker, Susie Wray and Scott Gooding.*

Choose an item. Click or tap here to enter text.

### ***Carried***

This report addresses part B of the resolution.

### **DISCUSSION**

The Recreation and Sports Advisory Committee expressed concerns with the Recreation department having the ability to provide information to the public in a timely manner. The Recreation, Culture and Parks department has a significant amount of information to share with the community. There are a number of projects to celebrate and opportunities to engage the community. The department relies heavily on revenue generation in order to meet budget projections and there is a need to market and promote recreation programs in a timely manner.

An analysis was completed and reported to the committee (attached) and the following resolution was passed at the September 7, 2023 Recreation and Sports Advisory Committee meeting:

*THAT the Recreation & Sports Advisory committee recommend that Council implement Option 2 as outlined in the report:*

#### **Option 2:**

Create a separate social media page for the Recreation, Culture & Parks department. This page would be managed by the RCP management team with staff appointed as moderators. The page would encompass the sharing of all Recreation, Culture and Parks information to the public. As a separate Facebook page for Annandale NHS already exists, this page would be amalgamated to create one Recreation, Culture & Parks page that disseminates all department information to the public.

Council considered the recommendation at the November 27, 2023 Council meeting and asked that it be referred to the Museum, Culture, Heritage and Special Awards Committee for input.

### **CONSULTATION**

Recreation and Sports Advisory Committee, Town of Tillsonburg Council.

### **FINANCIAL IMPACT/FUNDING SOURCE**

N/A

Choose an item. Click or tap here to enter text.

## **CORPORATE GOALS**

How does this report support the corporate goals identified in the Community Strategic Plan?

- Lifestyle and amenities
- Customer service, communication and engagement
- Business attraction, retention and expansion
- Community growth
- Connectivity and transportation
- Not Applicable

Does this report relate to a specific strategic direction or project identified in the Community Strategic Plan? Please indicate section number and/or any priority projects identified in the plan.

**Goal** – The Town of Tillsonburg will strive for excellence and accountability in government, providing effective and efficient services, information, and opportunities to shape municipal initiatives.

**Strategic Direction** – Increase opportunities and promotion for public engagement in municipal initiatives; Engage community groups, including advisory committees and service organizations, in shaping municipal initiatives.

**Priority Project** – N/A

## **ATTACHMENTS**

Appendix 1 – RCP Communication Report

Appendix 2 - Recreation & Sports Advisory Committee Report to Council