



**CORPORATION OF THE TOWN OF DESERONTO CULTURE AND RECREATION COMMITTEE
MEETING – AGENDA**

January 18, 2021 – 7:00 P.M. – 8:00 P.M.

The Deseronto Culture and Recreation Committee will act in an advisory capacity to Council, the Chief Administrative Officer and the Director in matters pertaining to community parks, sport, recreation, and culture.

Via Teleconference – to be circulated and published 48 hours in advance of the meeting.

Invited to Attend – Chair Amber Dale Hudson Councilor, Members: - Jewel Shurtleff, Anna McLellan, Amy MacDonald, Eric Monize, Mandi Wilson, and Patrick Connor (Staff)

Guests: Ms. Susan Carter, committee member applicant, Mr. Braeden Leafe (pending), Ms. Brenda Reynolds, Operations Manager, Deseronto Community Recreation Centre.

Agenda

- 1. Welcome from the Chair.**
- 2. Determination of Quorum** – 6 participants (4 votes needed to affirm actions)
- 3. Approval of Agenda** – motion to accept, then any additions or deletions to the agenda called for. **Pages 1-3**
- 4. Welcoming of Guest** – Ms. Susan Carter, applicant to committee.
- 5. Approval of Minutes** **Pages 3-6**
 - a. November 30, meeting – attached.
- 6. Business Arising from the Minutes**
 - a. *December 9, 2020 Deseronto Culture and Recreation Committee Report to Council* – attached. **Pages 7-10**
 - b. *Programs Inventory* – prioritization of activities to pursue in the event the ice is out, and the arena is open starting January 24th, 2021. Ice out activities are marked “Ice Out” – speaking to these program options is Ms. Brenda Reynolds, Operations Manager, Deseronto Community Recreation Centre.
 - i. Link to google drive spreadsheet - https://drive.google.com/file/d/110ftNW1LgSivXVf2a5R_1DVbapX9mkNn/view?usp=sharing
 - ii. Jan-March 2021 Programs Master Delivery List **Page 11**
 - iii. Suggested in Arena Ice Out Activities – to start week of Jan. 25, 2021.
 - Nerf Wars – equipment supplied by B Reynolds. Times: Fri 7-8pm **Pages 12-13**
 - Ultimate Frisbee – equipment supplied by B. Reynolds.

Times: Wed 7-8pm

- Seniors Walking Tues and Thurs 0930-1030am – facilitated by P. Connor.
- Ball Hockey – Sat. 1-3pm
- Inline Skating – Sat. 11am-12pm
- Bike Clinic – second Thursday in April and May – facilitated by P. Connor Times: 430-630pm.

- iv. Proposal for Funded Activity from Elite Fitness-** attached **Pages 14-17**
 - c. *Recommendation sought on pursuit of Senior Friendly Communities*
 - i. Speaker to be confirmed for March 2021 DCRC meeting.
 - ii. Grant Application - Based on Deseronto Culture and Recreation Committee work to date Council endorsed an application to the Inclusive Communities Fund for \$8600.00 to create a +55 Club at the Deseronto Community Recreation Centre. Budget Attached. **Page 18**
 - d. *Recommendation sought on Geocaching Guest.*
 - i. Speaker to be confirmed for the March 2021 DCRC meeting.
 - e. *Deseronto Culture and Recreation Committee Volunteer Recruitment*
 - i. Letter and advert for positions based on Council recommendation of action from October 28, 2020 still in circulation.
 - ii. Application of Ms. Susan Carter **Pages 19-26**
 - iii. Application of Mr. Braeden Leafe (pending) **Pages 27-28**
 - f. *“Home for the Holidays” promotion outcomes*
 - i. 6 registrants
 - ii. 4 provided addresses, so only 4 to be reviewed for prizes.
 - iii. Photos attached.
 - iv. Recommendation – hand out 4 \$50.00 gift certificates instead of 3**
 - g. [Event Submissions](#)
 - i. A draft policy has been prepared and shared with the CAO.
 - h. *Festive Banners*
 - i. A pricing outline has been prepared and shared with the CAO.

7. New Business

- a. *Family Day Activities*
 - i. Participate in the Canada Wide Annual Bird Count
 - a. Study the feasibility of erecting 3 bird feeder stations along the Waterfront Trail.
 - b. A low vandalized high publicly used model has been recommended by Quinte Conservation.
 - ii. Promote the Ontario Wide License free 4- day Fishing opportunity promoted by Ontario federation of Anglers and Hunters and the Government of Ontario.
- b. *ParticipAction Grant Application*
 - i. Resubmit the 2020 application for a joint Tyendinaga/Deseronto

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| 5/10km run or Walk. | Pages 29-31 |
| c. <i>Proposed Budget 2021</i> | Page 32 |
| d. <i>North Hastings Destination Trails</i> | |
| i. <i>Intro Presentation</i> | Pages 33-44 |
| e. <i>Resignation Anna McClellan with regret and best wishes.</i> | |
| 8. Date of Next Meeting – | |
| a. March 2021 | |
| 9. Motion to Adjourn. | |
| | |
| Encl. <u>Motions Sheet</u> | Page 45 |



**CORPORATION OF THE TOWN OF DESERONTO
CULTURE AND RECREATION COMMITTEE DRAFT MEETING MINUTES**

November 30, 2020 – 7:30 P.M. – 8:00 P.M.

The Deseronto Culture and Recreation Committee will act in an advisory capacity to Council, the Chief Administrative Officer and the Director in matters pertaining to community parks, sport, recreation, and culture.

Via Teleconference – to be circulated and published 48 hours in advance of the meeting.

Attending – Amber Dale Hudson Councillor, Jewel Shurtleff, Amy MacDonald, Mandi Wilson, and Patrick Connor (Staff).

Regrets – Anna McLellan, Eric Monize

Minutes

1. **Welcome from the Chair** – Councillor Hudson welcomed the committee members to the meeting and thanked them for the contribution they are making to the Town of Deseronto.
2. **Determination of Quorum** – 6 participants (4 votes needed to affirm actions)– Confirmed.
3. **Approval of Agenda**
 - a. **Moved** by Jewel Shurtleff, seconded by Mandi Wilson to approve. Suggested amendment to defer item 5.a. to January meeting of the DCRC 2020. **Carried.**
4. **Approval of Minutes**
 - a. October 15, 2020, meeting – attached. **Moved** by Mandi Wilson, seconded by Amy MacDonald. **Carried.**
5. **Business Arising**
 - a. Programs Inventory – deferred.
 - b. Update on Senior Friendly Communities
 - In process of confirming presentation date to DCRC.
 - c. Update on Geocaching Guest
 - In process of confirming presentation date to DCRC.
 - d. Deseronto Culture and Recreation Committee Volunteer Recruitment
 - The Committee recommended continuing to advertise for positions based on Council recommendation of action from October 28, 2020 meeting pending.
 - e. Winter Town and Tree Lighting Ceremony

- Activities Outline November 28, 2020 – completed, see page 3.
 - Rename of Santa’s Porchfest to “Home for the Holidays” **Moved** by Jewel Shurtleff, seconded by Amy MacDonald. **Carried.** Page 4.
- f. Cross promotion/implementation of library activity
- Enacted
- g. Recommendation sought on [Event Submissions](#)
- Policy in development

6. New Business

7. **Date of Next Meetings** – Would the committee please suggest dates for planning purposes?

- a. January – sense that the committee would find Monday evenings a better day of the week to meet.

8. Motion to Adjourn

'WINTER TOWN' PROGRAM AND TREE LIGHTING AT RATHBUN PARK - FINAL



*Join us on-line for the
Deseronto Tree
Lighting 2020*

When: Saturday November 28, 2020.
Where: Deseronto Facebook Page
Time: 5:30 pm

In order to abide by the Provincial and Hastings Prince Edward Health Unit guidelines for groups, this will not be an in person event. Deseronto Town Council invites you to enjoy the lighting of the tree from the comfort of your home.

Donations to the Deseronto Helping Hands Foodbank can be made during business hours at Deseronto Town Hall.



the Town Hall balcony

- 1) Lights - additional festive lights will be purchased for trees in park. Public Works making recommendations on power hookups and I.e.d. types of lights. Main tree is multi-colored other trees should be as well. - **DONE**
- 2) Banners – festive banners for lampposts are being investigated - **UNDERWAY**
- 3) Hanging Festive Baskets – are being studied by Public works for hanging - **UNAVAILABLE**
- 4) Tree and Lights being installed in fountain - **DONE**
- 5) Direction signs for entrance and exit will be prepped and placed – **UNNEEDED AS VIRTUAL ONLY AS PER COUNCIL DIRECTION, MEETING OF NOVEMBER 25, 2020**
- 6) Gazebo – the gazebo will be lit on its perimeter like last year. - **DONE**
- 7) Public Works is investigating the position and set-up of the reindeer display in the park, on the Fire Hall roof or on the Town Hall balcony
- 8) Public works has set aside space for display refurbishment in the building on Water St. should it be required – **NOT NECESSARY TO DATE**
- 9) Staff have photographed the condition of the past displays in the bottom of Town Hall and we may need volunteer to re-paint these for use
- 10) Festive wreaths will be attached to street poles - **DONE**
- 11) Festive snowflakes will be distributed on Main St. - **DONE**
- 12) Duration – once up how long will they stay up? – **END OF FESTIVE SEASON**
- 13) Video Link with Website and Social Media Message

This year Mayor Dan Johnston, Mr. and Mrs. Claus, and Ms. Payton Cherneskie celebrated the Town of Deseronto kick off to the holiday season by lighting the town Christmas tree.

There was the singing of carols by Ms. Payton Cherneskie, Mayor Dan Johnston offered seasonal greetings, and of course, Mr. and Mrs. Claus told families and children when to expect them this year.

Please enjoy this live video of the event.

<https://youtu.be/4634EdzJf-o>

As the season unfolds watch for other seasonal celebrations around town.

We thank the volunteers, staffs, and public works for their efforts to make the Town so seasonal.

Happy Holidays.

As of Tuesday Dec. 1 – 1813 views of Facebook post, 605 engagements, 19 shares and 323 video views on YouTube

SANTA'S PORCHFEST

Amend event name to "Home for the Holidays"



- 1) Invitation to residents for registered porches with festive lights and displays
- 2) 3 prizes of 1 \$50.00 gift certificate each.
- 3) All registrants get photo'd and mentioned on social media
- 4) Residence's only for prizes, although businesses may decorate their businesses for social media exposure.
- 5) Eventbrite page made for registration on-line. <https://www.eventbrite.ca/e/home-for-the-holidays-tickets-128627150269>
- 6) Registrants get a free bundle of red glow sticks.
- 7) Photos day after will be distributed to the Google drive in a shared photo library and the Committee needs to select their top three by Monday January 7th, 2021.
- 8) Photos all shared on social media. Top three photo op with gift certificate presentation January 8, 2021.
- 9) Flyer to be designed and circulated. See above.

| | |
|---------------------------|-----------------------------------|
| TOPIC: | Report to Council |
| REPORT BY: | Culture and Communications |
| DRAFTED: | December 3, 2020 |
| AMENDED: | - |
| COUNCIL/COMMITTEE: | Council – December 9, 2020 |

ISSUE(S) -

1. Winter Town and Tree Lighting Ceremony
2. Home for the Holidays
3. Cross Promotion Events Calendar
4. Age-Friendly Grant Application
5. Festive Banner Quotes
6. Recreation and Leisure Program Schedule - Winter
7. Communications

BACKGROUND

1. Winter Town and Tree Lighting Ceremony

- Date of Event –5:30pm Saturday, November 28, 2020, with social distancing and other COVID protection measures in effect.
- Video recorded of event, posted to social media and Town YouTube page.
- <https://youtu.be/4634EdzJf-o>
- 1,872 people reached, 612 engagements, 19 shares,333 video views on YouTube page, public feedback very positive.
- Park decorated, as well as other public buildings.

2. Home for the Holidays

- Name change recommended by Deseronto Culture and Recreation Committee at its November 30, 2020 meeting.
- Event idea, name change, Poster and flyer created
- Registration page set up - <https://www.eventbrite.ca/e/home-for-the-holidays-tickets-128627150269>
- Posted on social media

3. Cross Promotion: Events Calendar

- Working with the Library calendar and staff to promote library holiday activity and certain library staff recommended programs
- Working with arena staff on holiday decorations as well as cross promotion of

additional skate times

- Worked with arena staff on rules and guidelines for public awareness on self-management and other COVID 19 gathering regulations so the public knows expectations before participating.
- Worked with arena staff to publish available rental times and booking process on arena page of website.
- Created session booking process on Eventbrite, cross promoted on social media, consistent single point of access to skating information via each skating event posted to the event calendar on the homepage.
- Posted to social media

4. Age-Friendly Grant Application

- Working with library staff and members of the Deseronto Culture and Recreation Committee (DCRC) to define eligible projects for a Government of Canada Age-Friendly Community Grant.
- Submission Date: December 21, 2020
- Funds available: up to \$60,000.00
- Covers off lifestyle and connectivity issues for seniors so that they can fully participate in their community.

b. **RECOMMENDATION:** That Council support a grant submission to the program.

5. Festive Banner Quotes

- Staff have crafted a proposal outline and sent it to 7 companies
- 4 have responded – average price range \$2,100-5,700.00
- Utilizing the Town of Deseronto, Imagery Ontario license, staff downloaded 12 high resolution, professional media quality images for banner use
- Staff are working to utilize remaining parade funds to establish a cost-effective solution to replace the haggardly banners around Town.
- Part of ongoing Winter Town community refresh
- Staff will prepare a pricing report for the CAO

6. Recreation and Leisure Program Schedule - Winter

- Staff prepared a report to the Deseronto Culture and Recreation Committee on services that could be delivered, where these programs were identified by the community through the Nov 2019-Feb 2020 community rec and leisure survey, and, where these suggestions were refined and then reported to the Deseronto Culture and Recreation Committee for assessment and recommendation.
- The DCRC will review the Winter program delivery report at its January meeting to make a recommendation to Town Council.
- Current calendar – Jan-Mar 2021 draft

https://docs.google.com/spreadsheets/d/110ftNW1LgSivXVf2a5R_1DVbapX9mkNn/edit#gid=1920183166

- For December events please see the homepage.

7. Communications

- Improved use of twitter account
- Fall Newsletter out in a timely fashion
- Department head, such as new Fire Chief, sending recommendations for Fire Department page and public safety messages for circulation
- Media Advisories
 - Leaf and Hazardous Waste
 - Public Skating
 - Hydro Tree Cutting
 - Road Repairs
 - Fire Situation on 4th St.
 - 6 Deseronto Minutes since August
 - Facebook postings November – total 28
 - Public Skating
 - Fire Department
 - Council Meetings
 - DCRC Meetings
 - Tree Lighting
 - Winter Parking Reminder
 - Food bank (2)
 - Remembrance Day
 - Arena Use Availability
 - Skyway Bridge Closure
 - Twitter postings:
 - Re-send of Facebook 28
 - Other 22
 - Other agency, public safety, Remembrance Day, persons of interest, OPP advisory, MPP Kramp, Blood donor clinic et al
 - Webpages updates
 - By-laws
 - Fire
 - Events
 - News and Notices
 - Business Advisories
 - COVID Updates
 - Council Minutes/Agendas/Committee
- Regular recirculation of public safety, COVID, business community services and educational webinars as provided by our county and other agencies.

RECOMMENDATION(s)

That Council reviews action item #4 and receives the report.

Jan – March 2021 Pro-Forma Recreation and Leisure Activity Schedule (COVID managed - All Approved)

| Activity | M | T | W | TH | F | SAT | SUN |
|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| Nerf Wars | | | | | Nerf Wars | | |
| Augmented Walking Group Indoor | | Augmented Walking Group Indoor | | Augmented Walking Group Indoor | | | |
| Ultimate Frisbee | | | Ultimate Frisbee | | | | |
| Bike Clinic | | | Bike Clinic | | | | |
| In Line Skating | | | In Line Skating | | | In Line Skating | |
| +55 Activity Club | | +55 Activity Club | | +55 Activity Club | | | |
| Ball Hockey | | | Ball Hockey | | | Ball Hockey | |
| Geocaching | Geocaching | Geocaching | Geocaching | Geocaching | Geocaching | Geocaching | Geocaching |
| Virtual Runs | | | | | | | Virtual Runs |
| Family Day | Canada Bird Count Free Fishing, Ball Hockey, Walking, Seniors Club, In Line Skating Open Online Yoga/Fitness | | | | | | |
| Librarians' Corner | | | Librarians' Corner | | | | |
| Deseronto Runs | | | | | | Deseronto Runs | |
| Yoga On-Line | Yoga On-Line | | | | Yoga On-Line | | |
| Yoga in the Park | | | | | | | Yoga in the Park |
| Group Fitness Class | | Group Fitness Class | Group Fitness Class | | | | |
| Outdoor Trail, Walking, Hiking, Biking, Bay Skating, Winter Biking, Fishing, Bird Watching | Outdoor Trail, Walking, Hiking, Biking, Bay Skating, Winter Biking, Fishing, Bird Watching | Outdoor Trail, Walking, Hiking, Biking, Bay Skating, Winter Biking, Fishing, Bird Watching | Outdoor Trail, Walking, Hiking, Biking, Bay Skating, Winter Biking, Fishing, Bird Watching | Outdoor Trail, Walking, Hiking, Biking, Bay Skating, Winter Biking, Fishing, Bird Watching | Outdoor Trail, Walking, Hiking, Biking, Bay Skating, Winter Biking, Fishing, Bird Watching | Outdoor Trail, Walking, Hiking, Biking, Bay Skating, Winter Biking, Fishing, Bird Watching | Outdoor Trail, Walking, Hiking, Biking, Bay Skating, Winter Biking, Fishing, Bird Watching |
| Outdoor Sports – Track, Basketball, Playground | Outdoor Sports – Track, Basketball, Playground | Outdoor Sports – Track, Basketball, Playground | Outdoor Sports – Track, Basketball, Playground | Outdoor Sports – Track, Basketball, Playground | Outdoor Sports – Track, Basketball, Playground | Outdoor Sports – Track, Basketball, Playground | Outdoor Sports – Track, Basketball, Playground |
| Tyendinaga Deseronto Food Bank | | | | Tyendinaga Deseronto Food Bank | | | |
| DCRC Fitness Centre (Members) | DCRC Fitness Centre (Members) | DCRC Fitness Centre (Members) | DCRC Fitness Centre (Members) | DCRC Fitness Centre (Members) | DCRC Fitness Centre (Members) | DCRC Fitness Centre (Members) | DCRC Fitness Centre (Members) |

NERF WARS

NERF SAFETY RULES

Safety is the most important feature of a nerf war. Nerf battles are for friendly competition and a good time. Nerf Wars should be followed diligently for everyone to have a good time.

NO PHYSICAL CONTACT. The first safety rule is one of the most important. There is no hitting, kicking, pushing, pulling, wrestling, or physical attacking involved in nerf wars. The only physical contact that should be made is in the form of tapping, which is used to get someone “out”, to “revive” someone, or to save them from hostage situation.

NO INTENTIONAL FACE SHOTS. Accidental face shots are bound to happen on occasion but please do not intentionally aim for another player’s face.

ALWAYS WEAR EYE PROTECTION. During your nerf war battles, it is important to keep your protective eyewear on at all times. This can protect you from those accidental face shots from the opposing team.

COMBAT RULES

DO NOT LEAVE HOME BASE UNTIL THE WHISTLE BLOWS TO START THE GAME. Once the whistle blows, the game has officially started.

PLAY HONESTLY. If you get hit, that makes you dead or wounded. Make sure to play fair and fall if you do get hit.

RESPAWNING INTO THE GAME. Once you have been shot, you must have your life respawned. It will differ depending on the age group playing. The younger age group will have to sit on the floor and count to 10 to re-enter the game. The older groups will have to wait for a team mate to tag them to play again.

EQUIPMENT RULES

DON’T USE DAMAGED DARTS. Damaged darts will jam your gun. It is best to leave a damaged dart on the ground.

DON’T THROW DARTS. Nerf darts are made to be loaded into your gun and should be treated like actual bullets. They cannot be thrown.

TRY NOT TO DAMAGE THE DARTS. You should avoid stepping on, stuffing, or roughly handling darts. They damage easily.

GENERAL RULES

In general, there are a set of rules that should always be followed when establishing parameters and guidelines. By following the rules of honor, safety, combat, equipment, you can have a safe and fun nerf war game!

ONLY NERF GUNS MAY BE USED. No water guns or other toys.

DO NOT THROW OR DROP GUNS. Nerf guns can break easily!

NO GOING OUTSIDE OF THE BATTLE ZONES. This applies to any nerf war game.

NERF WAR GAME IDEAS

CAPTURE THE FLAG. Capture the flag gives an extra goal for players. Each team is given a colored flag, which is placed on their side of the playing field. The goal is to defend their own flag while also attempting to capture and steal the enemy's flag. The first team to capture the other team's flag wins the battle.

TEAM DEATHMATCH. This is a standard combat match, where players must simply tag out the enemy team and take them down before they are taken down themselves. Each team has a certain number of tags, or "deaths", until they are out for good. The last team to have any remaining players wins the match.

HUNGER GAMES. Much like the best-selling book and movie, this game has players split into 2 teams. All weapons and ammo must go to the centre of the playing field. Everyone starts out the same distance away from each other and the centre. When the whistle blows, all participants rush to collect their weapon and ammo and the battle starts!

CIVIL WAR. In a civil War, only single shot blasters are allowed. Players will stand facing each other on the slab floor lines. When the game begins, they must fight civil war style. If a player is hit in the arm, they can no longer use that arm, if they get hit in the legs, they must sit on the floor to shoot. Once they get a body shot to the torso they are considered "out of the game".

Duel. 2 players are placed around the semi circles at either end of the rink slab. Once the whistle blows, you can move around the semi-circle lines to both try to avoid gun fire and return fire.

PROPOSAL FROM THE DESERONTO CULTURE AND RECREATION COMMITTEE to TOWN OF DESERONTO COUNCIL

OBJECTIVE: to provide professional coaching and program delivery support for up to 5 programs as recommended by the Deseronto Culture and Recreation Committee to Town Council.

Where these programs are:

1. Augmented Walking Group Indoor and Outdoor Support/Alternate
2. Virtual Runs
3. Deseronto Runs
4. Yoga – online
5. Yoga in the Park
6. Group Fitness Classes

DELIVERY: the professional instructor will provide these programs on a fixed rotational schedule as defined by the Committee and supported by Town Council. Further the instructor will charge for the programs on an hourly delivery basis; and will be reimbursed at a rate of \$23.50 per hour.

PROGRAMS: each of the programs provides learning and support to different health and fitness seeking members of the Deseronto Community.

1. **Augmented Walking Group Indoor and Outdoor Support/Alternate:** Run at the DCRC, usually in the banquet hall, a mobile walk facilitated by video instruction. Provides a safe warm place for walking in the winter, a cool dry place for walking in summer.
Activity: *walking, pole walking and walking with an assistive device for those that use one.*
2. **Deseronto Virtual Runs:** 4 seasonal runs as suggested by Mandi Tisdale-Wilson arising during discussions around the June 21 MBQ Run in June 2020. Participants login to a virtual run reporting page and track their runs as part of an open-ended community fitness challenge.
Activity: *walking, or running, 5km or 10km options. Perfect for Covid or non-COVID times.*
3. **Deseronto Runs:** The Deseronto Running Experience facilitates a run for runners 18 and up. Would be used to revitalize the Deseronto 5km Fun Walk/Run Off shoot - attempted this year joint 5km Run on June 21 for Indigenous People's Day. If the arena does not have ice in this would be an indoor use that would

augment the fitness centre equipment and provide a larger use facility like the tracks at the Belleville YMCA and the QSWC.

Activity: *walking, pole walking and walking with an assistive device, or running, or running at your own pace for 5km. Maybe COVID friendly if runners used masks and SD.*

4. **Yoga On-Line:** Suggested in October 2019 report to the DCRC from Mandi Tisdale-Wilson. Supported by the February 2020 community survey. An online booking a payment form or process would need to be setup to accommodate this. An online portal such as Zoom, or Facebook could transmit the classes.
Activity: *The focus of this program is to maintain a strong yoga practice so you can continue to improve, while increasing the level of difficulty gradually and safely as a yoga student. Along with improved flexibility, strength and balance, yoga inspires a deeper sense of calm and ease in your body and mind. Yoga reduces fatigue, decreases anxiety, cuts stress, lifts your mood, improves sleep, reduces pain, lowers cholesterol, and generally improves quality of life.*

5. **Yoga in the Park:** Suggested in October 2019 report to the DCRC from Mandi Tisdale-Wilson. Supported by the February 2020 community. An online booking a payment form or process would need to be setup to accommodate this. Currently the program would be offered online, (weather and COVID) and would switch to delivery at the DCRC post-COVID.
Activity: *The focus of this program is to maintain a strong yoga practice so you can continue to improve, while increasing the level of difficulty gradually and safely as a yoga student. Along with improved flexibility, strength and balance, yoga inspires a deeper sense of calm and ease in your body and mind. Yoga reduces fatigue, decreases anxiety, cuts stress, lifts your mood, improves sleep, reduces pain, lowers cholesterol, and generally improves quality of life.*

6. **Group Fitness Classes:** Suggested in October 2019 report to the DCRC from Mandi Tisdale-Wilson. Supported by the February 2020 community survey. An online booking a payment form or process would need to be setup to accommodate this. Currently the program would be offered online and would switch to delivery at the DCRC post-COVID.
Activity: *stretching, movement, sit and be fit, breathing and cardiovascular impacts and other aspects of walking, running in place and use of mats.*

DELIVERY DATES: the Deseronto Culture and Recreation Committee recommends the following program delivery dates

PROGRAM DELIVERY: EXPENSE***use of DCRC for DCRC sanctioned programs is not a factored cost in this document**

| Program | Frequency | Day(s) | Sessions x Rate | Annual Cost |
|--------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------|-----------------------------------------------------------------------|--------------------|
| Augmented Walking Group Indoor and Outdoor Support/Alternate | 8x a month | T, Th | 1 supported session each week to 4 a month, 48 sessions x \$23.50 hr. | \$1,128.00 |
| Virtual Runs | 4X a year, one per season, winter, spring, summer, fall | 3rd Sunday of February, May, July, October. | 6 hours per session x 4, 24 at \$23.50 hr. | \$564.00 |
| Deseronto Runs | 1x a year | June | 1, 6-hour session X\$23.50 hr. | \$141.00 |
| Yoga On-Line | 4x a month x 12 months | M am or, F am | 48 1-hour sessions x \$23.50 hr. | \$1,128.00 |
| Yoga in the Park | 2x a month, April to September | Sun am | 14 1-hour sessions x \$23.50 hr. | \$329.00 |
| Group Fitness Class | 4x a month, 2-day hours and 2-night hours, for 12 months | Tues evenings or W am | 48 1-hour sessions x \$23.50 hr. | \$1,128.00 |
| Total | | 173 | 173 | \$4,418.00 |

PROGRAM DELIVERY: REVENUE

| Program | Frequency | Day(s) | Sessions Registration | Annual Registration |
|--------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------|-----------------------------------------------------|----------------------------|
| Augmented Walking Group Indoor and Outdoor Support/Alternate | 8x a month | T, Th | 48 sessions x \$5.00 x 5 registrant minimum | \$1,200.00 |
| Virtual Runs | 4X a year, one per season, winter, spring, summer, fall | 3rd Sunday of February, May, July, October. | 10.00 for 5k 20.00 for 10k 20x\$10 20X\$20 | \$600.00 |
| Deseronto Runs | 1x a year | June | N/C | \$0.00 |
| Yoga On-Line | 4x a month x 12 months | M am or, F am | 48 sessions x \$5.00 x 5 registrant minimum | \$1,200.00 |
| Yoga in the Park | 2x a month, April to September | Sun am | 14 sessions x \$5.00 x 5 registrant minimum | \$350.00 |
| Group Fitness Class | 4x a month, 2-day hours and 2-night hours, for 12 months | Tues evenings or W am | 48 sessions x \$5.00 x 5 registrant minimum | \$1,200.00 |
| Total | | 173 | 173 | \$4,450.00 |
| Revenue less Expenses | | | | +82.00 |

If approved by Council an online registration and collection system will be set up for program participants.

| | |
|-------------------------------------------------------------------------------------|-----------------|
| Budget for Seniors 55+ Club* | 9,226.00 |
| | |
| Revenue | |
| Cash – donations requested from community to support activity and food | 450.00 |
| In Kind – leadership from community participation, volunteers from committee | 150.00 |
| Total | 600.00 |
| | |
| | |
| Expenses | |
| Site rental 106 x 50 events | 5,300.00 |
| Food – coffee, tea, cakes, food prep some days Averages 54.00 per week of event. | 2,726.00 |
| Activities – acquisition of chess boards, checkers other activities. | 600.00 |
| Total | 8,626.00 |
| | |
| Grant Request Amount | 8,626.00 |
| | |
| *pending grant approval | |

Susan Carter

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SAGEN™ (FORMERLY KNOWN AS GENWORTH CANADA)

2016 TO PRESENT

Vice President, Marketing and Communications (National Sales & Marketing)

Member of the Leadership Team overseeing strategic marketing and communication initiatives, in addition to national customer and sales training and corporate goals.

- Led the rebrand of Genworth Canada following the acquisition by Brookfield Partners Inc. Repositioned the company to highlight its strength and history while incorporating a fresh approach to Sagen. The new brand included operationalizing throughout all customer portals, documents, and customer interactions. A new intuitive B2B site, and Investor Relations platform were built to be digitally responsive. Responsible leading the digital strategy.
- Re-organized sales training teams to integrate more fully with national and regional sales goals that increase customer retention while growing the existing market share of lender partners with first-time homebuyers in the high ratio space. Through the implementation of a consistent need's assessment methodology, our customer needs are more clearly identified which in turn allows Genworth to develop customized, value added programming.
- Total rethink and redesign of all customer facing content based on proprietary data driven knowledge, digital/web analytics, Sagen Customer/Pulse Survey, and the emerging trends found in our FTHB and Financial Fitness Surveys. As a result, learning gaps were identified and actionable strategies devised on all social platforms and delivery channels that effectively communicated the Company's USP and value during lender training sessions.
- Reassessed and audited the current Salesforce CRM platform to provide integrated solutions for our systems to connect both sales and operations on client shared files and originations. Introduced enhancements such as Geopointe mapping, Marketing and Community Clouds to minimize manual reporting, yet automating territory sales org efficiently to customer contacts.

EQUITABLE BANK

2006 TO 2016

Senior Director of Marketing, Communications, and Investor Relations (Corporate Marketing Head)

Responsible for building the Bank's marketing, communications, and sales capacity after its initial public offering. The function oversees four core business lines: Single Family Residential, Commercial Finance Group/ Business Enterprise Solutions Group, Deposit Services and Securitized Financing.

- Successively launched a suite of products, services, and retention/loyalty programs that contributed directly to year-over-year revenue growth. Loyalty programs motivated brokers in Single Family to generate annual funded volumes from \$60 million to over \$2 billion yearly. Assets under management grew from \$4.4 billion in 2006 to \$17.2 billion in 2015.
- Spearheaded Equitable Trust Company's conversion to Equitable Bank in a record six weeks. Authored and implemented the complex conversion of internal/external documentation and consumer facing marketing print, digital and web collateral.
- Led the expansion of lending areas from a Toronto based residential lender to a national competitor. Introduced the Bank's entrance into the Quebec commercial market in 2010 and its Commercial Lending Services rebrand in 2016.
- Penned major programs/policies including: Emergency Preparedness Plan programs, the Crisis Communications Plan, the Emergency Plan, and the Pandemic Plan while reviewing and upgrading the existing Business Continuity and Disaster Recovery Plan. During the credit crisis in 2008/09, managed effective stakeholder communications for the purchase and transition of the GMAC residential portfolio to ETC as GMAC exited the market. Proactively handled consumer reactions with carefully crafted and informative communications for GIC clients concerned about the stability of a lesser-known financial institution.
- Strengthen industry relations by developing four accredited broker educational courses for Mortgage Professionals Canada helping to position the Bank as the Lender of Education. Bronze recipient of the International Mercury Awards for Outstanding

Communications, education category for the YouTube “Mortgage Video Series”. Recognized with a Gold Medal for Best Sales Team and Silver Medal Award for Broker Support by Canadian Mortgage Professionals Magazine. Awarded Best Brand in 2013 and nominated in 2012 in a category the Bank did not qualify in.

TOURISM TORONTO

2003 - 2005

Vice President, Marketing and Communications (All Business Lines and Head/Consumer Travel)

Rebuilding the negative world-wide perception of Toronto from the SARS crisis by implementing an effective communications and marketing/reputation program for the City to recover. Overall responsibilities included marketing and communications programs for: Consumer Travel, Leisure Trade Sales, Member Care/Growth and Meetings and Conventions and Incentive Travel, in addition to restructuring the Call Centre. Key component of the role focused on member stakeholder engagement, government relations and partner negotiations.

- After 5 years of continuous visitor decline due to unexpected factors such as the 911 crisis, the SARS devastation, passport/security issues and an eroded City brand, brought about a positive turnaround in 2004 resulting in 18.5 million visitors, a total of 1.5 million more visitors than 2003. The role is widely credited for leading the tourism recovery team efforts resulting in tourism numbers rebounding to the levels of 2002. The success is due to proper repositioning and messaging during several stages of recovery.
- Creation of an annual stakeholder roadmap and strategic business plan in 2004, 2005 & 2006 with the newly acquired Destination Marketing Fee to reverse the negative visitor trends. Restructured all digital and print publications, unwound unprofitable contracts, transformed the Call Centre to a Sales Centre complete with training tools, managed agency relationships and conducted a total website revamp. In addition, oversaw the creation of all Meetings and Convention marketing and sales tools and the strategic development of the Toronto Leaders Circle aimed recruiting local influencers to become ambassadors.
- Responsible for Tourism Toronto’s ability to operationalize the City’s new city brand into all CVB’s materials both domestically and internationally.
- Introduced new marketing programs to support Leisure Trade Sales line to grow the international business in the United Kingdom and Germany as well as Asia – Japan, Korea, and China. The marketing and public relations efforts resulted in a resurgence of visitors from Europe and Asia to Toronto the highest levels seen since 1999. Responsible for leading numerous marketing and promotional initiatives into newly identified emerging tourism markets that included Japan, China, Mexico, and Korea.
- Grew unpaid media base from \$9 million to over \$19 million in a singular year. Successfully grew web visitations in 2003 from 909,000 to 1.3 million visitors to 2.2 million in 2004 to 3.3 million visitors in 2005.

BLUE TORPEDO INC.

1999 - 2003

Managing Partner

Partner role of establishing the strategic framework and approach to high value clients:

- Retained by Vantage Communications, a digital agency as *Senior Vice President, Strategic Communications*, to develop fully integrated programs inclusive of human resources management, transition programs for recent IPO companies to publicly traded organizations, acquisitions, and corporate positioning.
- Led four major internal communications and change initiatives at *Scotiabank*:
 - *International Banking, Caribbean and Central America* division restructuring and change communications
 - *Scotia Private Client Group’s* launch of the new brand and five new Scotia Private Client Group Centres for Wealth Management including new organizational alignment among trust, private banking, and wealth management
 - *ScotiaMcLeod* introducing a new sales force of Financial Planners for internal referrals
 - *Domestic Retail Banking Group* developed integrated strategic communications plans for the Sales and Service program. Originally introduced as a pilot and subsequently rolled-out nationally to 1400 branches. This program included multi-layered strategies encompassing human resources management, banking operations, sales and service, IT platform as well as internal and external communications.
- Advisor on the restructuring and creation of a new strategic business plan for *Segami Corporation*.
- Identified major media issues and the creation of key messages to support the restructuring efforts of the *Central Pacific Bank of Hawaii*.
- Developed media releases to stakeholder groups impacted by the collapse of Atlas Financial Group, Atlas Brokerage and Atlas Securities, in the Turks & Caicos.

Vice President, Public and Corporate Affairs

Mandate to lead all internal/external communication initiatives associated with the sale of National Trustco Inc. and its subsidiaries during a period of transition and integration to Scotiabank's systems, processes, and operations. This required the development of a *Change Management Capability Framework* to deal with the closure and merger of 180 retail branches which also outlined the potential merger activity impact on employees and consumers.

- Championed transition and integration strategies to support all merger activities for the brokerage, investment, trust, and retail businesses by sequencing and consolidating key messages and actions plans.
- Centralized all customer communications relating to products and services while maintaining fiduciary obligations, regulatory compliance, and customer confidentiality. This also included pro-active stakeholder communications on the Initial Circular Offer and the Director's recommendation and Amended Offer to receipt of regulatory approval.
- Created and implemented Branch Conversion Communications focusing on the conversion to a new corporate identity, common systems, processes, and procedures to allow for greater overall efficiency.
- Managed the delicate dissolution process of communications from National Trustco Inc.'s Board of Directors and Advisory Board members.
- Developed internal/external communications for all sales, mergers and acquisitions and divestitures for the company including the successful sale of the Pension Institutional Custody business, valued at \$33 billion to Canada Trust, and the acquisition scenarios for Municipal Trust Company.
- Managed all shareholder communications to preserve the company's outstanding reputation as a leader in the trust industry. Created effective communications plans to manage on-going strategies of consolidation, centralization, workforce reductions, on-going litigation, and major restructuring to increase the ROE from 4% to 12% in two and a half years.
- Oversaw all internal/external publications and reporting requirements: AGM, Annual Report, Information Circular, Material Change Reports, On the Record, NTV News, Seven Strategic Initiatives Newsletter, Operations Update, and the National Interest Newsletter.

AMERICAN EXPRESS CANADA INC. AND AMEX BANK OF CANADA

1988-1994

Director, Public Affairs and Communications

Responsible for establishing and maintaining open channels of communications with senior management, implementing a wide range of corporate information and communication programs; enhancing the perception of the Company and its products and services as well as its corporate citizenship policies and employee communications.

KEY HIGHLIGHTS:

- Directed and managed the external media relations during the closure of 15 travel offices located in the Bay Store chain, the boycott of the Card by the Ontario Restaurant Association and the Canadian Restaurant Association; and the 17% reduction to Amex's Canadian operation's workforce as well as the controversial awarding of a schedule "B" banking license to Amex.
- Re-engineered all existing Reward and Recognition programs to increase participation in *The Chairman's Award for Quality*, *Customer Care Program*, *Service Anniversary Awards*, and *the Great Performers Award*, in addition to *All Ideas Matter (AIM)*.
- Negotiated, planned, and executed national sponsorships as Director of the American Express Foundation in Canada: *Diamonds Are Forever* exhibit in conjunction with the World Series at the Rogers Centre, the Canadian premiere of *Miss Saigon*, *Taste of a Nation*, the grand re-opening of the Art Gallery of Ontario, and the 350th Anniversary of Montreal. Sponsorships also included many exhibits at the National Gallery in Ottawa, Montreal Museum of Fine Arts, and the Quebec Museum.

Manager, Public Affairs and Communications

1988 - 1991

Responsible for implementing unique communications programs to enhance and or launch products for: Consumer Card (Platinum, Gold and Personal), Travellers Cheques, Leisure Travel, Business Travel and Corporate Card. Pro-actively managed the American Express Foundation by researching and selecting sponsorships with potential to spin-off customer events and leverage the Company's visibility as a good corporate citizen.

- Developed and implemented national launch of *Membership Rewards* through a well-designed media relations campaign, video news releases and radio news features.
- Selected as one of six members of the *International Management Program (IMP)* team to represent Amex Canada in New York, to introduce new product initiatives in the pilot stage for worldwide implementation. The products in development included the conversion of the Corporate Card to a Personal Card and the introduction of a Corporate Procurement Card.
- Handled the successful merger of the Montreal Telephone Centre with Head Office and the withdrawal of Collision Damage Waiver benefit from the Personal Card.

Managed the three-city national sponsorship of the *Phantom of the Opera* to build Card awareness through a series of high-level events. Similar sponsorship responsibilities were applied to the Canadian tour of *Les Miserable* and the *Kirov Ballet*, and the closing night gala of *Festival of Festivals*.

- Promoted marketing programs such as “*Show Your Card, Free Admission*”, “*Cardmember Discount Evenings*”, and “*Membership Has Its Privileges*” to increase card usage.

EDUCATIONAL BACKGROUND AND OTHER TRAINING EXPERIENCE

Honours Bachelor of Arts Degree (BA), York University, Faculty of Fine Arts

MIT-Harvard Public Disputes Program: The Program on negotiation at Harvard Law School, Certificate of Participation “Dealing with an Angry Public, Protecting Your Reputation and Your Market Share”

SSHGD, Mount St. Joseph’s College

Bawating Collegiate, Sault Ste. Marie, Ontario

Susan Carter: Honours, Recognition and Presentations

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Cell: (905) 464-5647

E-mail: susan.carter@sympatico.ca Work E-mail: susan.carter@sagen.ca

2020

- Mortgage Global 100 – Honouring leaders who make a difference [2020 Mortgage Global 100 \(mpamag.com\)](http://mpamag.com)
- 2020 Globe and Mail (ROB) Women Lead Here, 2nd place honouree among a group of companies with market capitalization of more than \$5 billion (April 20)
- Guest Judge, York University Schulich School of Busines, MBA Corporate Governance Program

2015

- Recipient of the Volunteer of the Year – Independent Mortgage Brokers Association
- Bronze Award, International Mercury Awards for Outstanding Communications, Mortgage Video Series
- Silver Medal, Broker Support, *Brokers on Lenders Survey*, Canadian Mortgage Professionals Magazine
- Equitable Bank – Top Three Alternative Lenders, Canadian Mortgage Professionals Magazine
- Co-Chair, Federated Press 16th Annual Communications Conference & Lecturer on Communications Transformation and Change
- Mentor – Marketing Hall of Legends, American Marketing Association (2010-2016)
- Committee Member Media Relations – Canadian Bankers Association (2012 to present)
- Committee Member Events – Canadian Bankers Association (2012 to 2016)
- Alternate Committee Member Anti-Spam Legislation - Canadian Bankers Association (2012 to present)
- Events Committee – Independent Mortgage Brokers Association – Ontario (2013 to present)

2013

- Winner “Best Advertising and Brand Campaign” Canadian Mortgage Professionals Magazine Gala Awards
- Guest Lecturer – Federated Press MBL/LLB Program “Measuring Communications

2012

- Finalist “Best Advertising and Brand Campaign” Canadian Mortgage Professionals Magazine Gala Awards

2011

- Guest Lecturer – Investor Relations, Centennial College of Applied Arts

2006 - 2014

- Various Provincial and National Industry Memberships

2005

- Guest Lecturer – International Marketing Services, School of Business, George Brown College
- Guest Lecturer – Travel Management Program, Humber College
- Advisory Board Member – Pets Can Stay Canada (2004/05)
- Board of Directors, Toronto Entertainment District (TEDA 2003/04/05)
- Member of Ontario Tourism Marketing Partnership (OTMP) North American Committee
- Member of OTMP – Research Committee (2004/05)
- Tradeshow Week named Toronto 2nd only to Las Vegas as a host city for conventions
- Moved to 13th position from 14th based on Conde Nast Traveler rankings in North America
- Successful Meetings Pinnacle Award

2004

- Keynote Speaker – Canadian Association of Foodservice Professionals, Toronto’s Recovery from 2003, Humber College
- Guest Lecturer – Travel and Tourism Marketing Program, George Brown
- 4-star rating from FVW Magazine’s “Mystery Shopper” for www.torontotourism.com
- 1st Place Direct Response Mobius Award for MC&IT marketing
- Advertising and Design Club of Canada Merit Award for www.torontotourism.com
- 5-Star Award for Most Hospitable City – from North American Travel Journalists Association
- Toronto named an American Express Travel top-ten shopping destination globally for 2004
- Toronto named #2 Canadian city with the best value for money spent – by American Bus Association
- 9th Gold Service Award in a row from Meetings and Conventions Magazine
- Successful Meetings Pinnacle Award
- #1 destination for Labor Day getaways from AAA
- Association Meetings 2004 Inner Circle Award

2003

- Guest Lecturer – Public Relations Program, Humber College Campus
- Keynote Speaker – International Association of Convention & Visitors Associations – Crisis Management During the SARS Outbreak
- Distinguished Panel of Judges, iNOVA Awards, Honoring Overall Excellence and innovation for Corporate Websites, New York

2002

- Distinguished Panel of Judges, Astrid 2002 Awards, Honoring Outstanding Achievement in Design Communications, New York
- Distinguished Panel of Judges, International ARC 2002 Awards, Honoring Outstanding Achievements in Annual Reports, New York
- Distinguished Panel of Judges, Galaxy 2002 Awards, Honoring Outstanding Achievement in Product and Service Marketing, New York
- Distinguished Panel of Judges, iNOVA Awards, Honoring Overall Excellence and innovation for Corporate Websites, New York
- Distinguished Panel of Judges, Mercury Awards, Honoring, Public Relations, New York

2001

- Who’s Who of Canadian Women in Business (1995/96/97/98/99/ 2000/01)
- Distinguished Panel of Judges, iNOVA 2001 Awards, Honoring Excellence in Corporate Websites
- Distinguished Panel of Judges, Questar 2001 Awards, Honoring Achievement in Video Communications, New York
- Distinguished Panel of Judges, Galaxy 2001 Awards, Honoring Outstanding Achievement in Product and Service Marketing

2000

- Distinguished Panel of Judges, 14th Annual ARC Awards, Honoring Excellence in Annual Reports
- Distinguished Panel of Judges, 14th Annual Mercury Awards, Honoring Achievement in Professional Communications

1999

- Distinguished Panel of Judges, International Mercury Awards, Honoring Outstanding Achievement in Professional Communications
- Distinguished Panel of Judges International ARC Awards, Honoring Outstanding Achievement in Annual Reports

1998

- Distinguished Panel of Judges, Annual International ARC Awards
- Distinguished Panel of Judges, GALAXY Awards
- Distinguished Panel of Judges, Mercury Awards
- Trinity Home Hospice – Communications Chair/Fundraising Committee

1997

- Gold Award Recipient, Financial Institutions and Trust Category, Certificate of Honor, at the 11th Annual International ARC Awards in New York Honoring Communication Professionals who have achieved the highest degree of excellence in producing annual reports. Recipient – 1996 National Trust Annual Report.
- The Who's Who of Canadian Women (1998/98)
- Distinguished Panel of Judges, Mercury Awards
- Trinity Home Hospice – Communications Chair

1996

- Premier Print Award, The Printing Industry of America show, Atlanta – National Trust 1995 Annual Report for outstanding document, which demonstrates the value and quality design and fine printing complementing each other.
- Trinity Home Hospice – Communications Chair

1995

- Board of Directors – Fringe Festival/Toronto – Fundraising Chair (1993-95)

1988

- Council for the Advancement of Education
 - Top Honors “Unofficial Portraits: Politicians Photographed by Themselves” by Andrew Danson
 - First Place, Communications Plan for National Outreach – Unofficial Portraits

1987

- Council for the Advancement of Education for “Oscar Loves York” Campaign:
 - Top Honors Communications Plan
 - First Place, Marketing/Fundraising Plan
 - First Place, Best Poster

1986

- Ontario Ministry of Citizenship and Culture – Wintario Project Award - \$10,000
- Canada Council, Explorations Program Award - \$11,000
- City of Toronto, Toronto Arts Council Award - \$1,500

1985

- Metropolitan Toronto Cultural Affairs Award - \$500

1984

- Metropolitan Toronto Cultural Affairs Award - \$1,500
- Ontario Arts Council, Theatre Project Award - \$2,000
- Multicultural Theatre Association – “Yellow Fever” distinctions

- Best Production of the Year
- James Buller Award
- Best Actor
- Best Supporting Actress
- Best Director Award

Braeden Leafe page holder

Braeden Leafe page holder

PARTICIPATION COMMUNITY CHALLENGE GRANT SUBMISSION

Title - Deseronto Fun Run and Walk -5/10k

Description – 500 characters

The Deseronto Community Fun Run/Walk is a 5 or 10K running or walking event for the people of Deseronto, Tyendinaga, Napanee, Prince Edward County and Tyendinaga Townships.

This event is open to runners and walkers of all ages.

The run/walk routes begin and end on the Deseronto waterfront at Centennial Park, a keystone element of Town Leisure and Recreation.

The Town of Deseronto, and the Town of Deseronto Community Recreation Committee recognize healthy active living as a pillar of quality of life in our Town.

Website Link

TBD

Event Start Date

June 5, 2021

Event End Date

June 5, 2021

Estimated Number of Participants

120

WILL YOUR EVENT / PROGRAM TARGET ANY OF THE FOLLOWING AGE GROUPS? *

CHILDREN (0-12)

YOUTH (13-17)

ADULTS (18-64)

OLDER ADULTS (65+)

WILL YOUR EVENT / PROGRAM SPECIFICALLY TARGET ANY OF THE FOLLOWING POPULATIONS? *

PERSONS WITH DISABILITIES

INDIGENOUS GROUPS

NEW CANADIANS/MULTI-CULTURAL GROUPS

LGBTQ2S

WOMEN AND/OR GIRLS

LOW INCOME

GRANT FUNDING TOTAL AMOUNT REQUESTED (BETWEEN \$250-\$1000) *

\$800.00

Please round off to nearest dollar.

Please note: ParticipAction will determine amount awarded which may be different than amount requested.

BRIEFLY DESCRIBE WHAT IMPACT THIS FUNDING WILL HAVE ON YOUR EVENT AND/OR ORGANIZATION. *

We are a small-Town of 1800 people. Our last run was in 2014. Funding would allow us to present a quality event, with celebratory elements, with water, oranges, insulated coolers with ice, themed route markers, route signs, promotional material, lane markers, start and finish signs etc. ParticipAction will enable us to kick-start a renewed program of outdoor running and walking, building on existing indoor walking and running programs, establishing an Annual Run/Walk for our community.

500 characters remaining

Please provide details

Maximum 500 characters.

HOW WILL PARTICIPANTS BE ACTIVE DURING YOUR ACTIVITY? AND HOW LONG, ON AVERAGE, WILL THEY BE ACTIVE? *

People run/walk @varying speeds so time on course varies. The event is 0800 to 1200 as a celebration of running/walking. People from ParticipAction running clubs, Volkssport, Trails, Special Olympics Tyendinaga Fitness, CADS, High Five, Health Unit share information to enable people to Get Active

300 characters remaining

WILL YOUR ACTIVITY INCLUDE A SPORT COMPONENT? *

Yes. The run and Walk challenge will offer a set route, timers will be set up and a challenge winner is to be set up. However, post event day, we want participants and non-participants to use this event as a catalyst to a Year of Fitness. Using the services at hand and close to home, to develop their own better healthy eating and healthy living regiments. Food and Nutrition experts will also be on hand to educate. Our fitness coaches will assist folks to get on board with a personal plan for health and wellness

300 characters remaining

List or describe sport and/or physical activity opportunities. Maximum 300 characters.

HOW WILL YOUR EVENT OR PROGRAM BE ACCESSIBLE TO ALL MEMBERS OF THE COMMUNITY INCLUDING UNDERSERVED GROUPS AND PEOPLE WITH A DISABILITY? *

Our ability to partner with Community Living Quinte, Deseronto Transit, Community Care South Hastings, Motion Specialties Canada etc., to access their network of served persons will ensure a targeted reach to the accessibility needs community so that their participation is maximized at this event.

300 characters remaining

WILL THERE BE QUALIFIED INSTRUCTORS OR COACHES DELIVERING THE PHYSICAL ACTIVITY OR SPORT OPPORTUNITIES? *

YES

NO

Instructors with qualifications such as NCCP, First Aid, HIGH FIVE®, Physical Literacy 101, other skill development program certification.

IS THERE A COST FOR PARTICIPANTS TO TAKE PART IN YOUR PROGRAM OR EVENT? *

YES

NO

WHAT IS THE APPROXIMATE COST PER PARTICIPANT? *

1.00 kids under 12,

2.00 Youth 13-18,

5.00 for families up to 5,

Fitness Folks – 6.00

Target groups identified – any amount accepted by donation

Please round off to nearest dollar.

IS YOUR EVENT OPEN TO THE PUBLIC? *

YES

NO

PLEASE DESCRIBE HOW YOUR EVENT WILL PROMOTE THE PARTICIPATION COMMUNITY BETTER CHALLENGE. *

A dedicated website page, @deseronto.ca; Town sign notices, timely event with news and notices newsletter articles, Local Newspaper media releases, social media posts, pre/post video interviews, speech day of, Deseronto Minute on MyFM, Eventbrite registration/information page, Event posters distributed through Town, 2 event banners will be hoisted, the event will be advertised on our transit that serves a geography from Gananoque to Belleville. Cross platform integration with event groups.

500 characters remaining

Please list details. E.g. signage, social media tools and marketing materials provided by ParticipAction, add logo to program etc. Maximum 500 characters.

IS THERE ANYTHING ELSE YOU WOULD LIKE US TO CONSIDER IN REVIEWING YOUR APPLICATION?

The support of ParticipAction enables our ability to consider and then to provide a Deseronto Fun Run/Walk. You provide the materials that support our ability to host and deliver this event. Other communities have a depth of resources we do not have. Your support is a catalyst for change.

300 characters remaining

Maximum 300 characters.

2020

| | Actual YTD | Budget YTD | Budget Remaining | Variance | 2021 Proposed | |
|-------------------------------------------------------------------|----------------|----------------|---------------------|---------------|------------------|-------------|
| REVENUE ACCOUNTS: | | | | | | |
| 10-80-82-95180 Recreation - Canada Day Revenue-Recreation- | 1,500 | 1,500 | | 0.00% | 1,000 | donations |
| 10-80-82-95900 Recreation - Grant Trenval | 10,000 | 10,000 | | 0.00% | | |
| Participaction Grant - Joint Run June 21 | | | | | 1,300 | |
| Age Friendly Community Grant | | | | | 8600 | |
| TDF Grant - Seasonal Event Banners | | | | | 10,000 | |
| TDF Virtual Fall Festival | | | | | 1,000 | grant |
| 10-80-82-95104 Rec. - Baseball-Recreation- | | 3,000 | 3,000 | 100.00% | 3,000 | |
| 10-80-82-98501 Recreation - Sponsorship | | 3,000 | 3,000 | 100.00% | 3,000 | sponsorship |
| 10-80-82-98502 Recreation Fees Revenue | | 6,500 | 6,500 | 100.00% | 3,000 | fees |
| 10-80-82-98503 Recreation Programming Revenue | | 6,000 | 6,000 | 100.00% | 4,418 | fees |
| 10-80-82-98510 Recreation - Donations Santa Clause Parade-Recreat | | 1,500 | 1,500 | 100.00% | 1000 | donations |
| Total REVENUE ACCOUNTS | 11,500 | 31,500 | 20,000 | 63.49% | 37,718 | |
| EXPENSE ACCOUNTS: | | | | | | |
| 10-80-82-41101 Recreation - Wages | 20,126 | 22,318 | 2,192 | 9.82% | 20,126 | |
| 10-80-82-41302 Recreation - Payroll Costs | 2,293 | 2,698 | 405 | 15.03% | 2,293 | |
| 10-80-82-41419 Recreation-Ball Diamond Expenses | 2,010 | 4,500 | 2,490 | 55.34% | 2,010 | |
| 10-80-82-41421 Recreation Tennis Courts | 1,286 | | -1,286 | 0.00% | 1,286 | |
| Indigenous Persons Day Joint Run - Participaction | | | | | 1300 | |
| Age Friendly Community Programs | | | | | 10000 | |
| TDF Grant - Seasonal Event Banners | | | | | 10000 | |
| TDF Virtual Fall Event | | | | | 1300 | |
| 10-80-82-43730 Recreation - Miscellaneous-Recreation- | 76 | | -76 | 0.00% | | |
| 10-80-82-44115 Recreation Consultant | 10,806 | 12,000 | 1,194 | 9.95% | 0 | |
| 10-80-82-44150 Recreation - Family Day Expense | 2,590 | 4,000 | 1,410 | 35.25% | 1,300 | |
| 10-80-82-44180 Recreation - Canada Day Expenses-Recreation- | 1,363 | 9,500 | 8,137 | 85.65% | 1,300 | |
| 10-80-82-48250 Recreation - Santa Claus Parade Expenses-Recreatio | 28 | 4,000 | 3,972 | 99.31% | 1,300 | |
| 10-80-82-41410 Recreation - Rec Program Costs-Recreation- | | 12,500 | 12,500 | 100.00% | 4,450 | |
| Total EXPENSE ACCOUNTS | 40,576 | 71,516 | 30,940 | 43.26% | 56,665 | |
| SURPLUS/DEFICIT | -29,076 | -40,016 | -10,940 | 27.34% | -18,947 | |

Hastings Destination Trails Inc. Municipal Presentation

It's All About Collaboration

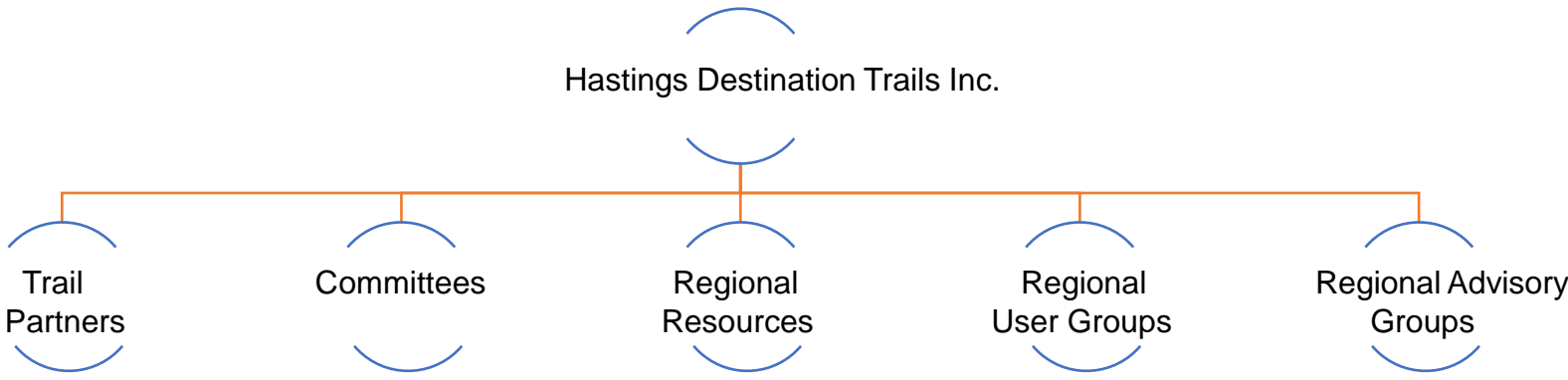
January, 2021



Regional Trail Committees Purpose:

- ▶ Represent collaborative trail interests over a set geographic area for functions like grant writing, standards, marketing, shared services, etc.
- ▶ Provide expertise, education, tools and best practices
- ▶ Manage a diverse set of issues in line with community interests at the “regional level”

Regional Trail Committee Composition



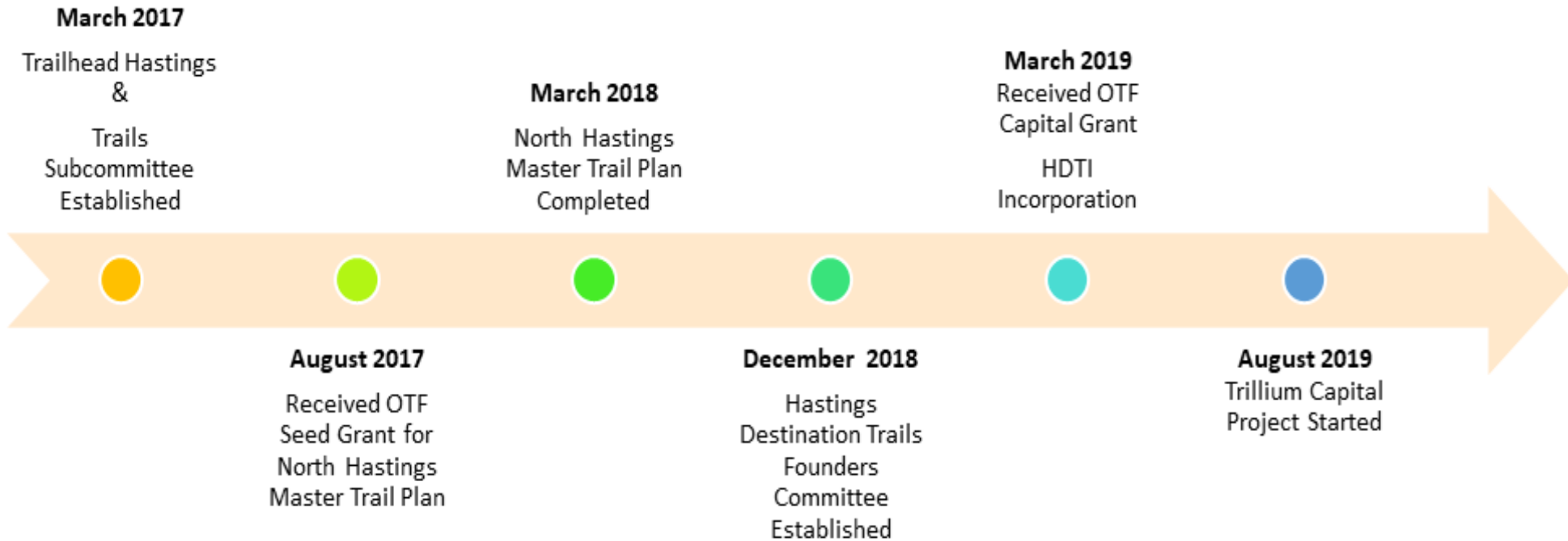
Vision Statement

To support and promote the resources for defining and sustaining a unique Hastings County network of quality trails.

Mission Statement

To stimulate economic growth by being a leading resource for trails related education, a catalyst for trail development, and to encourage the use of trails to improve quality of life while enjoying the natural beauty, culture and history of Hastings County.

Organizational History



What we did in 2020

- ▶ Received \$145,88,00 OTF Funding
- ▶ Managed 1,593 volunteer hours
- ▶ Secured \$28,000 of in-kind contributions
- ▶ Secured \$52,375 additional funding
- ▶ Provided Risk Management Education
- ▶ Created Strategic Plan & Governing Documents
- ▶ Developed Partnerships

What we want to do in 2021

- ▶ Connect with trail landowners
- ▶ Convene around emerging issues
- ▶ Conduct trail assessments
- ▶ Determine strategies moving forward
- ▶ Build relationships
- ▶ Identify opportunities for collaboration
- ▶ Increase awareness of non-motorized trails in Hastings County

Outcomes:

- ▶ Survey and Focus Group Study
- ▶ Hastings County Non-motorized Action Plan
- ▶ Hastings County Non-motorized Trail Master Plan

Benefits:

- ▶ Increase access to Funding
- ▶ Reduce costs (shared)
- ▶ Promotion of Health and Wellness
- ▶ Increase in Tourism & Economic Development productivity
- ▶ County wide promotion of trails initiatives
- ▶ Resident satisfaction

Asking you to agree to:

1. Have a municipal and/or staff representative participate in:

- ✓ Completing a survey regarding your current trail assets, lack thereof, or trail dream
- ✓ Virtual focus group to discuss issues, challenges and opportunities for collaboration

2. Pass a Motion of Support to recognize HDTI as the Regional Trails Committee

hastingstrails.ca



Trails Provide a Synergy of Benefits Health - Economy - Environment

Questions?

Motions Sheet:

Agenda Item 2. Acknowledgement of Quorum Achieved

Agenda Item 3. Motion to Approve the Agenda – with any amendments.

Agenda Item 5. Motion to Accept Minutes of November 30, 2020

Agenda Item 6. B) ii. Motion to Accept of Program recommendations for Ice Out Programs starting after Jan. 23, (pending Covid pandemic restrictions lifting) for Council consideration.

Agenda Item 6. B) iii. Motion to recommend to Council that the Town of Deseronto the provision of facilitated recreation and lifestyle programs, as per the budget and scope of programming provided by Elite Trainer Mandi and Associates.

Agenda Item 6. E) i. Motion to accept Susan Carter as a candidate for the Deseronto Culture and Recreation Committee and to make recommendation to Council that she be accepted to the committee.

Agenda Item 6. E) ii. Motion to accept Braeden Leafe as a candidate for the Deseronto Culture and Recreation Committee and to make recommendation to Council that she be accepted to the committee.

Agenda Item 6. F) Motion to Approve the Awarding of up to 4 \$50.00 cash prizes for Home for the Holidays

Agenda Item 7. A) Motion to Accept development of Family Day Activities, Fishing License Free Promotion and Canadian Bird Count running concurrently Feb 12-15, 2021.

Agenda Item 7. B) Motion to move the ParticipAction Application for funding to Council for Approval for submission to ParticipAction

Agenda Item 7. C) Motion to accept the budget as presented for submission to CAO for submission to Council as Council begins budget deliberations starting January 20, 2021.

Agenda Item 7. D) Motion to accept a representative from the municipality (staff) to complete a survey, and then have that representative participate as part of a virtual focus group and then recommend to council that it pass a motion to recognize HDTI as the Regional Trail Council