Minutes
Community & Public Services Committee
Committee of the Council of
The Corporation of the City of Brampton

Wednesday, September 7, 2016

Members:
Regional Councillor G. Gibson – Wards 1 and 5 (Chair)
Regional Councillor E. Moore – Wards 1 and 5
   (Vice-Chair, Service Brampton and Facilities)
Regional Councillor M. Palleschi – Wards 2 and 6
   (Vice-Chair, Fire Services)
Regional Councillor M. Medeiros – Wards 3 and 4
Regional Councillor G. Miles – Wards 7 and 8
Regional Councillor J. Sprovieri – Wards 9 and 10
   (Vice-Chair, Transit Services)
City Councillor D. Whillans – Wards 2 and 6
City Councillor J. Bowman – Wards 3 and 4
City Councillor P. Fortini – Wards 7 and 8
City Councillor G. Dhillon – Wards 9 and 10
   (Vice-Chair, Recreation and Culture)

Staff Present:
Office of the Chief Administrative Officer
H. Schlange, Chief Administrative Officer
S. Connor, Brampton Transit
Community and Public Services
A. Meneses, Commissioner
M. McCollum (Interim) Director, Recreation and Culture
M. Clark, Fire Chief, Fire and Emergency Services
M. Solski, Senior Manager, Service Brampton
K. Duncan, Manager, Animal Services
City Clerk’s Office
P. Fay, City Clerk
E. Evans, Deputy City Clerk
C. Urquhart, Legislative Coordinator
Minutes
Community & Public Services Committee

The meeting was called to order at 9:30 a.m., recessed at 10:30 a.m., moved into Closed Session at 10:40 a.m., reconvened in Open Session at 12:36 p.m. and adjourned at 12:41 p.m.

1. **Approval of Agenda**
   
   CPS087-2016  
   
   That the agenda for the Community and Public Services Committee Meeting of September 7, 2016, be approved, as amended to add the following item:

   **Item 19.2**  
   Personal matters about an identifiable individual, including municipal or local board employees and labour relations or employee negotiations and litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board – personnel matter

   **Carried**

2. **Declarations of Interest under the Municipal Conflict of Interest Act**

3. **Consent**

   * The following items listed with an asterisk (*) are considered to be routine and non-controversial by the Committee and will be approved at this time.

   (Item 16.1. was moved to Consent)

4. **Announcements**

5. **Delegations**

   **5.1.**  
   Presentation by Bernie Colterman, City’s consultant, Centre of Excellence for Public Sector Marketing, re: **City Wide Sponsorship and Action Plan, Recommendations from Centre of Excellence for Public Sector Marketing (CESPM)**.

   Bernie Colterman, Centre of Excellence for Public Sector Marketing, advised that the City owns and operates a number of assets that may be managed to generate new revenue. The City will benefit from these new revenue opportunities through corporate sponsorships, naming rights and a coordinated strategy. Mr. Colterman recommended the following:
Steps to move forward
- Coordinated approach to sponsorships
- Centralized function within Recreation and Culture
- Dedicated staff to manage the program
- Creation of an advisory committee to administer the program
- Approve assets to be marketed
- Keep revenue generated within departments
- Communication plan for businesses and residents
- Assume sponsorship program for 5-years to reach full potential

Assets to be marked
- Area of focus with examples
  - Naming rights for complexes and amenities for new or relatively new facilities
  - Public programs and services for large numbers of residents
  - City-wide initiatives

Allocation of revenue strategically
Revenue summary and financial implications
Potential new revenue
Cost benefit analysis for 5 year period
- Annual projected new revenue, staff costs marketing and sponsor services

Action plan for 2016 include:
- Refine opportunities identified in Phase 1 and 2
- Hire staff to implement program
- Undertake consultations with businesses
- Conduct staff training and orientation
- Launch early 2017

Item 7.1 was brought forward at this time.

Committee discussion took place with respect to the following:
- Brand affiliation of the City’s ‘Flower City’ logo and the proposed sponsorship and an explanation of the difference
- City to focus on commercial sponsorship, not charitable organizations
- How to deal with existing agreements and sponsorships with facilities, e.g. ice rinks, that are in effect
- Engaging Economic Development Office in the sponsorship program
- Revenue from sponsorships should remain within departments
- Projected cost benefit and analysis and a request for comparative data on other municipalities
- Suggestion that staff report back in spring of 2017 on the establishment of the city-wide sponsorship plan
- Request that the report reflect the City’s diversity
- Review proposal that Transit maintain its own advertising and revenue
- Suggestion that the corporate sponsorship program be presented to the Inclusion and Equity Committee for feedback
Staff confirmed that the comments provided and the issues raised at the meeting will be addressed in the future recommendation report.

A motion was put forward to amend Clause 3 of the staff recommendation to replace the words:
“fall of 2016” with “spring of 2017 or sooner”

The following motion was considered:

CPS088-2016  
1. That the report from Bernice Morrison, Manager, Arts and Culture, Recreation and Culture Division, dated August 10, 2016 to the Community and Public Services Committee meeting of September 7, 2016, re: Corporate Sponsorship Strategy be received; and,

2. That the Final Report on the City Wide Sponsorship Strategy and Action Plan from the Centre of Excellence for Public Sector Marketing be received; and,

3. That staff report back to the Community and Public Services Committee in the spring of 2017 or sooner with recommendations related to an implementation plan to establish the city wide sponsorship program; and,

4. That the presentation by Bernie Colterman, City’s consultant, Centre of Excellence for Public Sector Marketing, to the Community and Public Services Committee meeting of September 7, 2016, re: City Wide Sponsorship and Action Plan, Recommendations from Centre of Excellence for Public Sector Marketing (CESPM) be received.

Carried

6. Staff Presentations

7. Recreation and Culture

7.1. Report from Bernice Morrison, Manager, Arts and Culture, Recreation and Culture Division, dated August 10, 2016, re: Corporate Sponsorship Strategy.

Dealt with under Item 5.1 – Recommendation CPS088-2016

In response to questions from Committee on the Public Art Program and its association with the Arts and Culture Strategy, staff advised that an overall review will be undertaken of both reports on the Public Art Program in conjunction with the newly established Arts and Culture Panel.

Item 7.3 was brought forward at this time.

Staff suggested that Items 7.2 and 7.3 be referred to a future meeting.

A motion was put forward to refer Items 7.2 and 7.3 to staff for further review of content and consideration, in conjunction with the Arts and Culture Panel mandate and work plan, and that staff report back to Community Services Committee in October 2016 on its findings and implications.

The following motion was considered:

CPS089-2016 That the following reports to the Community and Public Services Committee meeting of September 7, 2016, be referred to staff for further review of content and consideration, in conjunction with the Arts and Culture Panel mandate and work plan, and that staff report back in October 2016 on its findings and implications.

7.2 Report by Bernice Morrison, Manager, Arts and Culture, dated August 8, 2016, re: Public Art Program Update – Revised Policy and Procedures


Carried


Dealt with under Item 7.2 – Recommendation CPS089-2016

8. Fire Services
9. **Transit Services**

10. **Service Brampton and Facilities**

10.1. Report from Jim Joukema, Supervisor, Service Contracts, Facility Services, Public Services Department, dated August 3, 2016, re: **Purchasing By-Law Section 4.7 Contract Extensions that exceed $1 million – Contract No. 2012-037 – To provide janitorial services at various locations for a three (3) year period - All Wards** (File # B.44. JAWT).

In response to questions from Committee, staff provided clarification with respect to the cost of the contract, the timelines for the extension of the contract and the amendment to the Purchasing By-law.

The following motion was considered:

CPS090-2016 That the report from Jim Joukema, Supervisor, Service Contracts, Facility Services, Public Services Department, dated August 3, 2016, to the Community and Public Services Committee meeting on September 7, 2016, re: **Purchasing By-Law Section 4.7 contract extensions that exceed $1 million – Contract No. 2012-037 – To provide janitorial services at various locations for a three (3) year period – All Wards** (File B.44 JAWT) be received.

Carried

11. **Minutes**

11.1. Minutes - **Brampton Sports Hall of Fame Committee - June 23, 2016**

The following motion was considered:

CPS091-2016 That the **Minutes of the Brampton Sports Hall of Fame Committee – June 23, 2016** to the Community and Public Services Committee Meeting of September 7, 2016, Recommendations SHF031-2016 to SHF037-2016, be approved.

Carried
The recommendations were approved as follows:

**SHF031-2016**  That the agenda for the Brampton Sports Hall of Fame Committee Meeting of June 23, 2016 be approved, as amended, to add the following item:

6.3. Verbal Update from Elizabeth Harris-Solomon, Committee Member, re: Building Expansion Sub-Committee – Next Steps.

**SHF032-2016**  1. That the Minutes from the Events Sub-Committee Meeting of May 19, 2016, to the Brampton Sports Hall of Fame Committee Meeting of June 23, 2016, be received; and,

2. That the handout from Supa Meikle, Recreation Coordinator, Sports Services, Public Services, dated June 2016, entitled “Executive Summary – Assessing the 2016 SHOF Induction Ceremony” to the Brampton Sports Hall of Fame Committee Meeting of June 23, 2016, be received.

**SHF033-2016**  That the Minutes from the Marketing Sub-Committee Meeting of May 24, 2016, to the Brampton Sports Hall of Fame Committee Meeting of June 23, 2016, be received.

**SHF034-2016**  That Dean McLeod, Chair, Brampton Sports Hall of Fame Committee, send a letter to John Spencer, Manager, Parks and Facility Planning, Planning and Infrastructure Services, requesting that consideration be given to investigate options for a Sports Hall of Fame development in Brampton, as part of the Parks and Recreation Master Plan.

**SHF035-2016**  That the Building Expansion Sub-Committee report back to the Brampton Sports Hall of Fame Committee in September 2016 with a feasibility study on the expansion of the Brampton Sports Hall of Fame in the Powerade Centre, as well as information on the short and long term feasibility of other options for the Hall of Fame.

**SHF036-2016**  That the following recommendations regarding the Brampton Sports Hall of Fame Committee 2017 budget request be endorsed, in principle, by the Brampton Sports Hall of Fame Committee and
referred to staff for further review and refinement of the amounts and projects requested by the Committee, for inclusion in the Recreation and Culture Division’s 2017 budget submission:

Marketing Budget ($7,500)

1. That $2,500 be requested for the purpose of marketing the Brampton Sports Hall of Fame and 2017 Induction Ceremony; and,

2. That $5,000 be requested for the purpose of improving and updating the Brampton Sports Hall of Fame website; and,

Operating Expense Budget ($1,000)

3. That $500 be requested for the purpose of hosting the Brampton Sports Hall of Fame website on an annual basis as part of the daily operations of the organization; and,

4. That $500 be requested for the purpose of photographing committee portraits the first year of every term of Council and as needed, should the structure of the committee change; and,

Event Budget ($22,500)

5. That the $22,500 be requested for the purpose of hosting the 2017 Brampton Sports Hall of Fame Induction Ceremony; and,

6. That the 2017 Brampton Sports Hall of Fame Induction Ceremony budget be supported, as outlined in Item 7.2 of the agenda.

SHF037-2016 That the Brampton Sports Hall of Fame Committee do now adjourn to meet again on Thursday, September 8, 2016 at 7:00 p.m.

12. **Other/New Business**

13. **Referred Matters**

14. **Deferred Matters**

15. **Notices of Motion**
16. **Correspondence**

*16.1.* Correspondence from the Ministry of Tourism, Sport and Culture, re: **Funding for Ontario’s After School Program**.

CPS092-2016 That the correspondence from the Ministry of Tourism, Sport and Culture, to the Community and Public Services Committee meeting of September 7, 2016, re: **Funding for Ontario’s After School Program** be received.

Carried

17. **Councillors’ Question Period**

18. **Public Question Period**

19. **Closed Session**

The following motion was considered:

CPS093-2016 That Committee move into Closed Session to the deal with matters pertaining to:

19.1. Report from Rob Torrone, Supervisor, Sport Facilities and Tourism, Recreation and Culture, Public Services Department, dated July 14, 2016, re: **Lease Agreement at Cassie Campbell Recreation Centre – Ward 6** – a proposed or pending acquisition or disposition of lands by the municipality or local board.

19.2 Personal matters about an identifiable individual, including municipal or local board employees and labour relations or employee negotiations and litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board – personnel matter.
The following motion was considered with respect to item 19.1

CPS094-2016  That a by-law be passed to authorize the Mayor and Clerk to execute a lease agreement with Skate Canada Brampton Chinguacousy for 997 square feet of dedicated space within Cassie Campbell Recreation Centre, for an initial five-year term together with an option to extend for a further five year period, at a rental rate for the extension period consistent with the then current rate for Rent and Additional Rent paid by other affiliated youth sport groups and on terms pursuant to information considered by Committee, all terms and conditions acceptable to the Commissioner of Community Services and in the form of agreement approved by the City Solicitor.

Carried

20.  **Adjournment**

CPS095-2016  That the Community and Public Services Committee do now adjourn to meet again on Wednesday, September 21, 2016 at 9:30 a.m.

Carried