



**Information Report:** Queens Place Emera Centre Advisory Committee Meeting

**Submitted By:** Mr. Steve Burns, General Manager QPEC

**Origin:** Minutes from above named meeting

**Legislative Authority:** Not Applicable

**Date:** 17<sup>th</sup> January 2017

**Background:** This was the third meeting of the QPEC Advisory Committee. Committee Members focused on programs to attract and engage youth.

**Discussion:** None

**Financial Implications:** None

**Report Author:** Dr. Anne MacDonnell

**Queen's Place Emera Centre ("QPEC") Advisory Committee Meeting  
Minutes  
17<sup>th</sup> January 2017**

- PRESENT:** Michael Anthony.....Chair  
Tori Benedict  
Liz Boland  
Rick Conrad  
Bruce Inglis  
Celeste Johnston  
Susan MacLeod .....Deputy Mayor, Councillor District 4  
Ruth Smith  
Greg Thorbourne
- LATE:** Kevin Muise.....Councillor District 1 (Arrived: 6.27pm)
- REGRETS:** Stew Horton.....Vice-Chair  
Richard MacLellan
- STAFF:** Steve Burns.....General Manager, QPEC  
Anne MacDonnell .....Municipal Clerk & Coordinator, RQM
- RESIGNATION:** Steven Hopper

**Identified Action Items:**

1. Members were asked to consider the following question and to run it through the Activity Evaluation Matrix: "Should QPEC install TVs and X-Boxes in the facility?".
2. To forward ideas which surround the discussed areas (i.e. suggested list of activities for Youth) to Mr. Burns and Mr. Anthony for the next meeting. Regarding activities, they can be enhancements to existing programs or totally new initiatives.

**The following does not represent a verbatim record of the proceedings of this meeting.**

**This meeting was called to order promptly at 6.00pm, and adjourned at approximately 7.28pm**

**1.0 CALL TO ORDER / WELCOME**

Mr. Anthony called the meeting to order at 6.00 pm.

**2.0 CHANGES / APPROVAL OF THE AGENDA**

No changes to the Agenda were proposed and it was approved as presented.

**3.0 CHANGES / APPROVAL OF THE MINUTES**

Mr. Conrad moved for the Minutes of 6<sup>th</sup> December 2016 to be accepted as presented; this motion was seconded by Mr. Thorbourne and passed unanimously.

**4.0 PRESENTATIONS**

**4.01 Review of Facility Financial Statement – Definitions**

Mr. Burns went through Appendix A, “Recap of Revenue and Expense – Definitions”; what follows is an expansion on those items where additional information was given beyond what was presented in the handout:

- Ice rentals = ice hours rented based on rate charged per hour / different type of organization
- Concessions = bar revenue plus QPEC percentage of The Hub’s revenue
- Fitness Membership = membership and drop-ins
- Sponsorship = event or room sponsorships (e.g. Sobey Board Room)
- Facility Rentals = events charges/incomes for contracted event (e.g. Hank Snow Tribute)
- Concert Event = anything going into that event (e.g. ticket sales, bar, etc.)
- Staff wages exclude The Hub (which is its own entity), but includes full time and part time employees; bartenders for special events do not form part of staff wages.

**4.02 Development of Priorities and Timelines**

The Chair hopes the Advisory Committee will be responsive to areas of importance identified by RQM Council. He further stressed that the Advisory Committee’s timeline is merely to move the Committee’s mandate forward, and should not be set in stone.

With respect to the Committee’s work plan, topic areas of discussion, as presented on the work plan handout, are:

- |          |                            |                  |            |
|----------|----------------------------|------------------|------------|
| 1. Youth | 2. Lobby                   | 3. Arena         | 4. Rooms   |
| 5. Track | 6. Fitness Centre / Studio | 7. Outside Space | 8. Seniors |

The Chair advised that seniors could be a recognizable demographic worth considering because Queens has a relatively high proportion of older individuals. The challenge, however, is to identify the age parameters that define this demographic (similar challenge as with the Youth demographic). It was suggested that, as QPEC offers seniors discounts, perhaps this presents a starting point with respect to “aging” the demographic.

The Chair wants to guide the selection of priorities, but advised against the creation of sub-committees due to possible logistical difficulties.

In line with the Action Item presented in the Minutes of 6<sup>th</sup> December 2017, the Committee’s first area of focus is Youth. Overleaf of the work plan handout, Members will find an Activity Evaluation Matrix. This matrix presents several financial and utility factors which will be used to evaluate identified activities and to measure the economic and social impact value to QPEC. This matrix is proposed as a fair and consistent method to assess suggested programs and initiatives. The evaluation factors (risk factors) come from QPEC terms of reference.

## **5.0 DISCUSSION**

### **5.01 Statement**

The Chair initiated discussion on the topic of Youth by again asking the question, “How do we define youth?”. Much discussion ensued, with general consensus being that age ranges can be used to define several groups of youth, specifically, preschool (age 0 – 4 years), elementary school (age 5 – 10 years), middle school (age 11 – 13 years), high school (age 14 – 18 years), and young adult (age 19 – 25 years).

The question was then posed, “Do over 18s need programming?”. The general consensus was that an individual aged-19+ can make choices, they perhaps need guidance, but they do not necessarily require specific programs. The teen representative on the Advisory Committee commented that during Privateer Days, 3 on 3 basketball was a “huge hit”; this was a community driven initiative spearheaded by a Physical Education teacher.

### **5.02 Priorities and Timeline**

Upon classification of Youth categories, Members were directed to identify existing or possible programming initiatives that could be available to these groups. What follows is a recapitulation of that discussion:

#### Preschool

- Parents & Tots skate, yoga
- Standing in the stands watching their relatives use the Arena (i.e. they are here without an opportunity to do something)
- Drop-off for kids so parents go to classes (day care)
- Library, puzzles, writing
- Parents and tots on track (designated time)
  - Keen to run this item through the matrix

- Have start time for them on ice, but not with track, community room, studio
- Outside activity centre – jungle gyms

Elementary School

- Watch TV (cartoons)
- Users of Can Skate, minor hockey, figure skate
- Track for running group / club
- Video game night / movie night
- Judo, karate

Middle School

- Minor hockey
- Wii games, Xbox, etc.
- Art club
- Paint Night
- Ringette, lacrosse
- Course; babysitting, social media safety (not necessarily an issue for older teens, but possibly for tweens and younger teens)
- Snowshoes
- Basketball nets for shorter kids

Question: Is there a designated staff member tasked with developing programs for youth?

Answer: No, not specifically for youth.

High School

Before addressing this youth group, the Committee reached the end of its meeting time. As a result, the following Action Items were proposed.

Action Item 1: Members were asked to consider the following question and to run it through the Activity Evaluation Matrix: “Should QPEC install TVs and X-Boxes in the facility?”

Action Item 2: The Chair requested that Advisory Committee members forward ideas which surround the discussed areas (i.e. suggested list of activities for Youth) to Mr. Burns and Mr. Anthony for the next meeting.

Regarding activities, they can be enhancements to existing programs or totally new initiatives

**6.0 LETTER OF RESIGNATION – COMMITTEE MEMBER**

Dr. Steven Hopper has relocated to the Valley and consequently submitted his letter of resignation. Celeste Johnston moved that Mr. Burns advertise the vacancy with a view of encouraging community residents to submit an application to join the Advisory Committee; Ruth Smith seconded this motion. The Committee is very open to the idea of having another youth representative on the Committee, and the Chair further stated that it would be a very positive development to have a Member from North Queens.

**7.0 NEXT MEETING**

The next meeting is scheduled for Tuesday 7<sup>th</sup> February 2017 at 6pm in the Sobey Foundation Boardroom at QPEC.

**8.0 ADJOURN**

The meeting adjourned at approximately 7.28pm

Anne MacDonnell  
Municipal Clerk & Coordinator

## Appendix 1 Recap of Revenue and Expenses – Definitions

Advisory Notes January 17, 2017

RECAP of Revenue and Expense – definitions.

### REVENUE:

Ice Rentals:	ice rental revenue
Concessions:	bar revenues and concessions contract
Fitness Revenue Membership:	various fitness membership items as revenue
Fitness Classes:	class punch cards, drop in, registration
Personal Trainer:	revenues from personal training packages
Sponsorships:	event sponsorship, any room – other sponsorships
Advertising:	revenue from advertising signage
Facility Rentals:	contracts for events such as Jehovah Witness, Hank
Concert Event:	self- promoted RQM events such as concerts, assoc. rev.
Room Rentals (fitness/community):	earned from rental of studio and rooms
Tenant Leases:	line for Fisheries Safety Association Lease
Gate Revenues:	Ticketpro venue fee income, in-house ticket sales small events
Public Skate:	public skate charges \$2 per. Adult/parent and tot and public
Pop Machine Sales:	income from vending machines

### EXPENDITURE:

Salaries:	staff wages
Contingency:	N/A
Training/ Memberships:	staff training/travel/certifications and facility membership
Canteen Supplies:	bar supplies, food supply bar
Marketing/ Promotions:	radio, paper advertising, posters, security, and signage
Special Events:	QPEC small events, cost of executing facility rentals
Special Events Concerts:	costs associated with major event execution QP
Office Supplies:	office supplies
Insurance:	QPEC insurance
Licenses and Fees:	facility fees/ inspections and compliance
Fitness Equipment:	required replacement and maintenance
Telephone:	internet/cable/telephone/cells
Power:	electric billing
Propane:	propane for Zamboni and forklift
Fuel Costs:	oil billing
Facility Maintenance – Systems:	major systems maintenance items
General Operations:	sundry, cleaning supplies etc.
General Equipment Maintenance:	security and sound systems, tech support
Sewer and Water:	charges for utility usage

**Appendix 2    Work Plan and Activity Evaluation Matrix**

**WORKPLAN**

Topic areas will be discussed to identify existing programs and service, potential programs and services, and recommendations for enhancements or new programs and services.

- |   |                            |
|---|----------------------------|
| 1. Youth                                      | 5. Track                   |
| 2. Lobby                                      | 6. Fitness Centre / Studio |
| 3. Arena                                      | 7. Outside Space           |
| 4. Rooms (community, boardroom, rental space) | 8. Seniors                 |

**ACTIVITY EVALUATION MATRIX**

**Activity Idea:**

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Evaluation Factors	NO IMPACT	LOW INDIRECT IMPACT	MEDIUM IMPACT	HIGH DIRECT IMPACT
Financial Impact				
Social Impact				
Health Impact				
Economic Impact on ROQ				
Impact on Existing Users				
Health, Safety, and Risk Management for QP				
Impact on QP Human Resources				
Impact on QP Monetary Resources				