



**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:** 7<sup>th</sup> February 2017

**Summary:** This was the Fourth meeting of the QPEC Advisory Committee. Committee Members focused on QPECs financial position, reviewed its Terms of Reference, and discussed which previously identified Youth Activities should be assessed via the Activity Evaluation Matrix.

**Financial Implications:** None

**Report Author:** Dr. Anne MacDonnell

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

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

**Identified Action Items:**

1. To introduce gaming consoles at QPEC.
2. Committee Members are asked to assess items i – iv via the Activity Evaluation Matrix:
  - i. Outdoor Playground
  - ii. Childcare
  - iii. Music Classes
  - iv. Parent and Tot Walking Club

**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 7.35pm**

**1.0 CALL TO ORDER / WELCOME**

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

**2.0 REGRETS**

Ms. Boland sent her regrets for missing the meeting.

**3.0 CHANGES / APPROVAL OF THE AGENDA**

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

**4.0 CHANGES / APPROVAL OF THE MINUTES**

Mr. Thorbourne moved for the Minutes of 17<sup>th</sup> January 2017 to be accepted as presented; this motion was seconded by Ms. Smith and passed unanimously.

**5.0 PRESENTATIONS**

**5.01 Financial Statements – 9-Months**

Mr. Burns gave an overview of QPECs nine-month financial statements, during which the following points were made:

- Deputy Mayor MacLeod asked for a year-over-year review and comparison for the Power line item specifically and the statements generally so that overall performance direction could be identified (up, down, stagnant)
  - The Chair advised the Deputy Mayor that the Power line item is broken down in the financial breakdown that was provided by Mr. Burns during the Advisory Committees' second meeting, and those statements went back to the 2012/2013 Fiscal Year
- Special events (concerts) are budgeted from a break-even perspective, as doing so helps to identify the ticket price
  - The average margin on concerts is 3% – 5% of the forecasted expense
- The Hub has an arrangement with QPEC wherein for a portion of the year they pay a flat rate plus a percentage of their revenue, while for the rest of the year they only pay a percentage of their revenue; The Hub is also responsible for the vending machines
  - Prior to The Hub, QPEC was losing \$10,000 – \$15,000 annually as it tried to offer similar services as The Hub offers; the loss was attributed to staff wages, which was the largest expense, and inconsistency in operating hours
- QPEC presently has a year-to-date operating loss of \$471,000
  - It was asked whether it is possible to identify trends to determine where QPEC is losing or gaining money. Replies:

- QPEC is very reliant on ice rentals; concerts affect ice rental and therefore represent an opportunity cost to ice rentals. The challenge is to accurately forecast the need / desire for ice rentals against the revenue and social benefit created by concerts
- The CAO advised that expenses are on target whereas revenues are down approximately 10% as a consequence of fewer community room rentals and fewer fitness membership sales
- The Chair advised that greater focus on expenses and revenues will come once the Advisory Committee takes greater focus on specific areas; presently it is pursuing a high level overview

**5.02 Terms of Reference: QPEC Advisory Committee**

The Chair advised the Advisory Committee Members to recall why each of them applied to join the Advisory Committee with a view of identifying who could be a lead on specific areas. For example, Tori (a Committee Member who is a teenager) would be asked to lead discussions relating to Youth.

The Chair further spoke to the Terms of Reference Goals: specifically the need to develop a performance measurement system; however, measurement (a) of what and (b) of whom is still being identified.

The Chair reiterated that all voices are important and encouraged Members to please work for their voice to be heard by being actively engaged in discussions. Members were reminded to please not feel limited by a lack of knowledge, because everyone cannot know everything, and the Membership was selected because the Members each offered varied and valuable perspective that is of benefit to the Committee.

Finally, the Chair made reference to the Committee's Code of Conduct, specifically section 74.08, which reiterates the need for respect and professionalism and section 74.12, which reminds Members to use Parliamentary language and to avoid speaking ill of Members and of RQM Staff.

**6.0 DISCUSSION**

**6.01 Installation of Gaming Consoles**

Members were asked to provide their completed Activity Evaluation Matrices to Mr. Burns, who quickly collated the results to consider the use of gaming consoles within QPEC.

The results of the collation determined that providing X-Boxes within QPEC would have a very low financial impact, a medium impact socially, a low impact on both health and the economy, and some impact on existing users of QPEC. It was determined that installation of these consoles would have a low impact on Human Resources. Collated results are presented in Appendix 1.

It was subsequently decided to introduce gaming consoles to QPEC.

**Action Item 1: To introduce gaming consoles at QPEC.**

**6.02 Review and Discussion: Youth Activity Feedback**

As the Committee was tasked to advise on these activities, the first priority was to identify which items are evaluated via the matrix. To that end, the Chair produced a document, "Youth Activities Existing and Proposed" (presented in Appendix 2), which he confirmed reflected the results derived from a previously undertaken focus group tasked with identifying possible activities.

Upon consideration of the list, it was proposed that it be reduced to a manageable amount and that further categorization beyond age could be helpful. For example, a categorized structure to organize activities around descriptors such as "arts", "team", "non-age dependant" could help determine broader areas of appeal; additionally, further consideration should be given to these specific questions:

- a. Does the activity have or require a financial commitment from RQM?
- b. Does the activity require an external group to run the program?
- c. Is the activity best suited for QPEC? Or Elsewhere? (for example, a splash pad would perhaps be better suited at Privateer's Park than QPEC)
- d. If we don't assess all the activities via the matrix, what is the basis of exclusion?

From Appendix 2, the Committee was able to consider those activities presented in the 0 – 3 Years category, and determined that the following activities would be assessed via the matrix:

- i. Outdoor Playground
- ii. Childcare
- iii. Music Classes
- iv. Parent and Tot Walking Club

**Action Item 2: Committee Members are asked to assess items i – iv via the Activity Evaluation Matrix**

Regarding the 0 – 3 Years category, the following points were made:

- Outdoor playground does not necessarily mean slides, swings, and so on; it also means rocks, trees, and other nature elements children use to play
- Due to the difficulty in meeting Nova Scotian standards, childcare could be an untenable proposal (it could prove prohibitive due to cost and certification requirement); it is generally required that childcare facilities be operated by a licensed professional

- Parent and tot skates, despite its nominal fee (\$2.00), does not tend to be well attended at 10am. The suggestion was made that, as a means of promotion, flyers advertising under-utilized skates be circulated at more heavily frequented skates
  - o It was then suggested that paperless initiatives might be better received by the public (email / app development); there is perhaps an opportunity to approach Dalhousie's Computer Science department to present this as a project opportunity for students
- Kids yoga has been poorly attended and the private provider stopped offering this activity as a consequence. Classes run by private individuals first have to satisfy a business case (speaks to sustainability) and the provider would have to have appropriate qualifications.
- A challenge is parents and / or youth can be restricted by time and money. Therefore the challenge is to create activities for those presently not engaged to overcome the opportunity cost associated with an activity
  - o Would have to incentivize non-use via some means (Kraft Dinner was suggested)
  - o Could also visit schools to increase awareness of activities and resource services offered (staff dependent). Perhaps it needs to be more than just information
    - Diana Johnson at RQM could be approached for help via her position as Physical Activity Coordinator
- Regarding the Parents and Tots walking club, as they would use the walking track, a day that could be exclusive to them could be identified (although there was some talk about the appropriateness of exclusion and inclusion on this matter), and this is another activity where incentives could be appropriate (perhaps yogurt)

**6.03 Quarterly Report to COW**

The meeting having reached its end, the Chair took the decision to postpone discussion of this item until the March meeting.

**7.0 NEXT MEETING**

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

**8.0 ADJOURN**

The meeting adjourned at approximately 7.35pm

Anne MacDonnell  
Municipal Clerk & Coordinator

**Appendix 1 Collation of Results: Gaming Consoles in QPEC**

**ACTIVITY EVALUATION MATRIX**

**Activity Idea:**

**Should Queens Place Emera Centre make gaming consoles (specifically X-Boxes) available in its facility?**

<b>Evaluation Factors</b>	<b>NO IMPACT</b>	<b>LOW INDIRECT IMPACT</b>	<b>MEDIUM IMPACT</b>	<b>HIGH DIRECT IMPACT</b>
Financial Impact	<b>2</b>	<b>3</b>		
Social Impact			<b>6</b>	
Health Impact	<b>3</b>	<b>3</b>		
Economic Impact on ROQ	<b>2</b>	<b>3</b>		
Impact on Existing Users	<b>1</b>	<b>2</b>	<b>2</b>	
Health, Safety, and Risk Management for QP		<b>5</b>		
Impact on QP Human Resources		<b>6</b>		
Impact on QP Monetary Resources	<b>2</b>	<b>4</b>		

**Appendix 2 Youth Activities Existing and Proposed**

<b>0 – 3 Years</b>	<b>4 – 9 Years</b>	<b>10 – 13 Years</b>	<b>14 – 18 Years</b>
<ul style="list-style-type: none"> <li>- Outdoor playground</li> <li>- Childcare</li> <li>- Parent tot skates</li> <li>- Parent and tots fitness, yoga</li> <li>- Music classes</li> <li>- Parent and tot walking club</li> </ul>	<ul style="list-style-type: none"> <li>- Area for games</li> <li>- Outdoor ball hockey</li> <li>- Organized outdoor basketball</li> <li>- Outdoor playground</li> <li>- Inside and outdoors running</li> <li>- Day and summer camps</li> <li>- After school Childcare</li> <li>- Public skates</li> <li>- Fun fitness – Physical Literacy, yoga</li> <li>- Art classes</li> <li>- Music classes</li> <li>- Dance</li> <li>- Minor Hockey</li> <li>- Indoor soccer</li> <li>- Canskate</li> <li>- Figure skate</li> </ul>	<ul style="list-style-type: none"> <li>- Area for games</li> <li>- Outdoor ball hockey</li> <li>- Organized outdoor basketball</li> <li>- Continuing education courses</li> <li>- Outdoor playground</li> <li>- Day and summer camps</li> <li>- After school childcare</li> <li>- Public skates</li> <li>- Fitness – Physical Literacy</li> <li>- Art classes</li> <li>- Music classes</li> <li>- Youth leadership</li> <li>- Dance</li> <li>- Geocaching</li> <li>- Minor Hockey</li> <li>- Inside and outdoors running</li> <li>- Climbing wall</li> <li>- Classes – yoga, martial arts, boxing</li> <li>- Lawn bowling</li> <li>- Movies</li> <li>- Arcade</li> <li>- Place to study/ tutor</li> <li>- Archery</li> <li>- Paintball</li> <li>- Ping-pong/air hockey</li> <li>- Recreational hockey</li> <li>- Outside activities</li> <li>- Dances</li> <li>- Indoor soccer</li> <li>- Canskate</li> <li>- Figure Skate</li> </ul>	<ul style="list-style-type: none"> <li>- Area for games</li> <li>- Outdoor ball hockey</li> <li>- Organized outdoor basketball</li> <li>- Continuing education courses</li> <li>- Outdoor playground</li> <li>- Day and summer camps</li> <li>- Public skates</li> <li>- Fitness group activities</li> <li>- Art classes</li> <li>- Music – open mic, coffee house</li> <li>- Youth Leadership</li> <li>- Dance</li> <li>- Geocaching</li> <li>- Minor Hockey</li> <li>- Inside and outdoors running</li> <li>- Climbing wall</li> <li>- Classes – yoga, martial arts, boxing</li> <li>- Lawn bowling</li> <li>- Movies</li> <li>- Arcade</li> <li>- Place to study/tutor</li> <li>- Archery</li> <li>- Paintball</li> <li>- Ping-pong/air hockey</li> <li>- Recreational hockey</li> <li>- Sports specific training classes</li> <li>- Outside activities</li> <li>- Indoor soccer</li> <li>- Games night</li> <li>- Figure skate</li> </ul>