













# Town of Fort Smith Community Services Committee

Tuesday, August 14, 2018 at 7 pm

## AGENDA

1. Call to Order
2. Declaration of Financial Interest
3. Delegations
4. Review
  - a. Agenda
  - b. Minutes
  - c. Visions, Values and Goals
  - d. Community Services Master Plan
5. Recreation
  - a. Recreation Services
    - i. Recreation Stats – July 2018
    - ii. Pool Stats – July 2018
    - iii. Arena Stats
  - b. Recreation Advisory Board
6. Library
  - a. Mary Kaeser Library
    - i. Library Stats – July 2018
  - b. Advisory Board on Culture
7. Economic Development
  - a. Tourism and Trade Advisory Board
8. Visitor Services
9. Community Events/Liaison with Community Organizations
10. Bylaw/Policy Review and Development
11. Administration
  - a. Briefing Note – Sponsorship Policy
  - b. Briefing Note – Healthy Foods Policy
  - c. Briefing Note – Smoking and Cannabis Use Bylaw
  - d. Briefing Note – Community Services Level of Service Increase Request
12. Other Business
13. Excusing of Councilors
14. Date of Next Meeting
15. Adjournment

Attached Documents		
		
Community Services Minutes July 10, 201	Vision, Values and Goals.doc	Community Services Master Plan
		
Recreation Stats July 2018	Pool Stats July 2018	
		
Library Stats July 2018		
		
BN - Sponsorship Policy	BN - Healthy Foods Policy	BN - Smoking and Cannabis Use Bylaw
		
BN - Community Services Budget Incr		



Town of Fort Smith  
Community Services Committee  
Tuesday, July 10, 2018, at 7:00 pm

Chairperson: Mayor Napier-Buckley  
Members Present: Cr. Patel, Cr. Kikoak, D/M Smith, Cr. Holtorf, Cr. McArthur  
Regrets : Cr. Tuckey, Cr. Dumont, Cr. Bell  
Staff Present: Cynthia White Acting Senior Administrative Officer; Lisa-marie  
Pierrot, Executive Secretary  
Guests: Toni Heron, Shannon Coleman, Brad Brake

1. Call to Order

Mayor Napier-Buckley called the meeting to order at 7:03 pm.

2. Delegations

- a. Toni Heron and Shannon Coleman 50th Commemorative Anniversary of the Landslide – Toni Heron advised that she and Shannon Coleman are members representing the 50<sup>th</sup> anniversary of the landslide planning committee. She indicated that they are in the final stages of planning the event which will take place on August 9<sup>th</sup>, 2018 near the riverside area. She advised that as part of the celebrations there will be a large rock and plaque placed in memory of Mrs. Fergusson and all those that were affected by the landslide. She advised that the monumental rock was donated and will be installed by Fort Smith Construction. She indicated that there are a number of members that have committed many volunteer hours and are looking for in kind donations from other organizations. She requested gravel from the Town to be put around the rock. She also requested volunteers from Council to serve and cook for the feast that is scheduled for the event. She indicated that portable toilets, picnic tables and a tent are also required and asked for assistance to provide that from Council. She asked if Council can have the site beautified and the grass mowed around the area for the rock placement. She indicated that they will form a back up plan if weather is a factor that day. She noted that they would need the large tent as part of the back up plan and to play the slideshow created for the event. They will have a book available in commemoration to that whole event. She also requested that the program for the event be placed on the Town of Fort Smith website.

The Director of Municipal Services advised that the large ten that Toni is requesting actually belongs to the Salt River First Nations. Toni asked if someone from the Town can request the use of the tent from the Salt River First Nations. Mayor Napier-Buckley advised that she can request the use of the large tent from the Salt River First Nations.

Cr. Holtorf commended the delegation and asked what will be served for food at the feast. Toni advised that the feast will consist of a fish fry, baked

potatoes, corn, coleslaw, and buns. Cr. Holtorf asked if the whole community would be invited. Toni confirmed that the whole community is welcome to attend the celebrations. Cr. Holtorf asked where the monumental rock and plaque be placed. Toni advised that it would not be placed near the sliding area but closer to the forestry where it would have a bird's eye view of the rapids. Cr. Holtorf asked how the slideshow would be presented. Toni advised that the slideshow will consist of pictures and information dating back to the 1960 of families and events that took place. She added that there will also be a showing of a map and how many times that land has slid in that area. Mayor Napier-Buckley indicated that the idea is to have the slideshow at the riverside park.

Cr. Patel thinks this is wonderful work and is an important historical event especially for those that are not from Fort Smith. She thinks there is a lot more than the landslide that will be revealed with this event and she looks forward to learning more about the history of the landslide. She indicated that once Administration receives all the information and provides to Council then the request can be dealt with at the next Council meeting. She advised that if she is in town during the event she will help with cooking. Toni advised that the committee is receiving a lot of positive feedback. She advised that those affected by the landslide are coming forward and providing valuable information. D/M Smith commended delegation for their presentation and the work that they are doing. He added that it would be nice to see the plaque incorporated into the Thebacha trails interpretative program. He advised that he is unavailable to volunteer for the event as he will not be in town. Toni is grateful for the support from Mayor Napier-Buckley and Council. Cr. Kikoak commended the delegations on their efforts and getting people's stories. She likes the plaque. She asked if there is a bbq. Toni advised that they will also require a BBQ. Shannon indicated that the committee will be providing the food for the feast and requested that the Town provide the equipment to cook. Administration asked if Council want a briefing note. Mayor Napier-Buckley requested a written request from the committee that provides details of what they are requesting before Friday July 13, 2018. Toni confirmed that the committee will send a written request. Cr. McArthur asked Administration if she will form a plan in the case of rain. Administration confirmed and advised that it will be similar to the Canada Day events. Mayor Napier-Buckley advised that she will contact the absent councillors to see if they are available to volunteer for the event. Cr. Holtorf asked how many members are on the committee. Toni advised that there are currently 6 members on the committee and are welcoming more volunteers if anyone is interested. Mayor Napier-Buckley thank the delegation for their presentation.

3. Review

- a. Agenda – The agenda was reviewed.

**RECOMMENDATION**

**Moved by: Cr. Patel**

**Seconded by: Cr. McArthur**

**That the agenda be adopted as amended.  
CARRIED UNANIMOUSLY**

- b. Minutes – The minutes of June 12, 2018, were reviewed and have been adopted at the Council meeting of June 19, 2018.
- c. Vision, Values and Goals – The Vision, Values and Goals were reviewed.
- d. Community Services Master Plan – The Master Plan was reviewed. Cr. Patel advised that there is a funding opportunity with the federal government for capital improvements for facilities for people with accessibility issues. She doesn't know if that is an opportunity that the Town can access but asked if Administration can research and she added there is a deadline of July 31, 2018. She will forward the information to Administration. Administration thinks that the funding is the same funding that was utilized for the ramp installation at the Library and she advised that the funding has a one year time frame to completed the work. Administration will investigate to determine if it can be used during renovation.

4. Recreation

- a. Recreation Services – Administration advised that during the Canada Day events they served about 1000 pieces of fish. They are working towards providing a comic book camp. Staff are also working with the Anglican church on providing arts programs for kids and adults. They are also working with the healthy family's program towards proving the annual kids water day by providing a bouncy castle along with staff to support activities. The farmers market will be staff as last year and include activities for children at their events. She indicated that the EDO will be back tomorrow and starting the business walks initiative. She advised that TTAB did not have quorum and will be taking a break for the summer. Administration advised will be providing a bouncy castle to SLFN as part of their TLE celebration, much the same as providing support to SRFN for there TLE celebrations. Cr. Kikoak asked for the date of the TLE. Administration advised that it will be on July 17<sup>th</sup>, 2018 out at their site.
  - i. Recreation Statistics – The June 2018 recreation statistics report was reviewed. Administration advised that the recreation centre is noticing the summer slowed down use of the gym due to youth playing soccer outdoors. She advised that Pete's gym is also experiencing a decrease in usage due to students leaving. She indicated that in the summer months there are no squash players as squash is a winter sport. The recreation centre is experiencing a high number of attendees for the parents and tot's program which is unusual. The youth drop in continues to be extremely high. There were a couple of events in facility including; the ECE committee meeting, head start graduation, healthy families midwifery postnatal

program. She highlighted that the summer programs provided by the recreation is successfully underway. There are 67 registered for the soccer program. The youth t-ball and soft ball program is provided by parent volunteers and there are 71 youth registered in that program. The ultimate frisbee program has picked up. Adult slow pitch has started in June and they are playing 3 times a week.

- ii. Pool Statistics – The June 2018 pool statistics report was reviewed. Administration advised that the pool is experiencing a decrease in attendance compared to last year. She added that they are researching innovative options to increase attendance. The kayak polo wrapped up. They are starting swim lessons in the coming weeks which will also increase attendance. D/M Smith commended Administration for all her efforts with the summer programming. He indicated that programming attracts residents and that providing more programming in the pool may increase attendance. He asked if the recreation centre is doing anything different for the parents and tots program to increase attendance. Administration advised that as part of the indoor playground recommendation indicated in the master plan that have invested in great equipment along with craft supplies. Cr. Kikoak asked for the minimum age for age for a child to be in the pool unsupervised. Administration advised that 7-8 year old have to be supervised by someone 13 or older and that to be unsupervised a child has to be 9.

b. Recreation Advisory Board

- i. RAB Minutes June 2, 2018 – The RAB minutes were reviewed. Cr. McArthur advised that he will provide an update when the board start meetings again after the summer. Cr. Holtorf indicated that the Hay River track and field is maintained by GNWT and asked if the public works department can be approached to share cost for the track field. Administration advise that she is unaware of any communication with the GNWT and will follow up with the SAO upon his return. She indicated that the discussion of the track field is regarding the whole facility and not just sections of the facility. Cr. Holtorf asked what is the car wash indicated the upgrading recommendation's. Administration clarified that it is wash car's. D/M Smith suggested one additional upgrade that could help increase the usage of the track is to provide access to water through a fountain or tap. Cr. Holtorf would like to see the track facility captured as an incentive when talking about the Aurora College Foundational review. Cr. Kikoak asked if Uncle Gabe's Friendship Centre is involved in those conversations as the gym there maybe handy and may also have storage in the back. She doesn't want to invest in any more into the track facility unless cameras are installed to protect the assets in that facility and would like to see that in the budget. Administration advised that she cant address the camera issue. She advised that Uncle Gabe's Friendship Centre are not

always open because of the funding issue and go through times of being shut down completely. Cr. Kikoak asked if there is a sweeping schedule for the track. The Director of Municipal Services advised that sweeping the track has been brought to his attention and is working on how to complete it. He advised that the facility maintenance department was short staffed but is now fully staff and will be working with community services to complete. Administration advised that that concern was also brought forward by a resident who has also offered to paint the bleachers. Cr. Patel acknowledged the RAB board for their efforts in recognizing the AWG committee. Cr. Kikoak highlighted her recent suggestion for volunteer recognition was supported by a member from RAB for a hall of fame. She wondered about the privacy clause that was signed by volunteer and asked if there is anything stopping them from having a permanent list made.

5. Library

a. Library Services

- i. Library Statistics – The June 2018 library statistics report was reviewed. Administration advised that the library attendance has decreased from the previous month which is normal during the summer months. Story time is high which is rare for the summer months but is excited about it and will be continuing to staff story time. Cr. Holtorf indicated that in the absence of the ABC board is there any action that needs to be addressed regarding the Library. Administration thinks that the board is an important committee to revive but doesn't think it is negatively impacting the operation of the Library. Cr. Holtorf advised that Yellowknife City Council got approved from the Truth and Reconciliation Commission to have a full-time position. He asked if Administration can look into accessing that funding.

6. Administration

- a. Briefing Note Fort Smith Metis Council Donation Request – The briefing note was reviewed. Administration advised that the Fort Smith Metis Council is looking for any donation that the Town is able to provide. They build crosses and rough boxes for families and replace old or damaged crosses. She has been advised that in the last couple of months they have completed 8 at a estimated cost of \$500 per gravesite. They are requesting support and have also extended this same request to Smith's Landing First Nations and the Salt River First Nations as is it available to all community members. She advised that Council is a third of way expended of the donation budget for the year and added that there is also a \$1000 budget for cemetery material and supplies. She advised that the budget for the cemetery is infrequently fully spent and that there is nothing spent out of that budget this year. She requested direction from Council. Cr. Patel indicated that she was going to suggest that the \$1000 be made accessible to the Metis for materials and supplies. She didn't support that funds being

used for labour as it would be taking away from bargaining unit members to do that work. Administration clarified that the Town does not do that particular work. Cr. Patel asked if they would have access to those supplies without a motion. Administration advised that administration needs direction to access that budget. D/M Smith indicated that the Council needs a motion from the donation budget. The Director of Municipal Services indicated that the metis can invoice for services and would have to be approved through invoicing and was unsure about the donation coding and if that can be completed without a motion but noted that his comments will have to be clarified by Administration. Cr. Holtorf thinks it is an opportunity to access the values of this Council. D/M Smith reminded Council this is standing committee meeting to and that the motion could be changed at the regular Council meeting. Cr. Kikoak would like to take some time to think about this as it is a precedence they will set for future items. She requested for information on supplies that was previously bought for the cemetery. Cr. Holtorf thinks that a donation policy would be beneficial and set guidelines to providing donations. Cr. Patel clarified that with members that sit on the Fort Smith Metis Council that with this motion there is no conflict of interest as the members are not direct profiting from it. Mayor Napier-Buckley confirmed as this is a service that is provided to all community members. Cr. Holtorf asked if the committee that previously looked after the cemetery still exist. Mayor Napier-Buckley didn't have that information but will look into it.

**RECOMMENDATION**

**Moved by: Cr. Holtorf**

**Seconded by: Cr. McArthur**

**That Council donate \$1000 to the Fort Smith Metis Council for cemetery materials and supplies, \$500 from the donations budget and \$500 from the cemetery budget.**

**IN FAVOUR – D/M SMITH, CR. HOLTORF, CR. MCARTHUR**

**ABSTAINED – CR. KIKOAK, CR. PATEL**

**CARRIED**

- b. Briefing Note Fort Smith Metis Council Petition – The briefing note was reviewed. Administration advised that the request letter is cited with concerns of Mr. McDougal's actions against metis people. The Fort Smith Metis Council has not provided a specific name to have the road change to. She drew attention to section 70 (d) of the cities, towns, and villages act, Council does have the power make changes to bylaws affecting transportation, motor vehicles, and pedestrians. In 1989 a town policy was created and applies to naming buildings street and park but does not address the renaming of streets. There are no GNWT policy's in street naming authority. She requested direction of Council. Mayor Napier-Buckley indicated that the policy states that with the presented petition Council would forward the petition to other local organization for recommendations. Cr. Patel thinks this is a great idea. She would like the other two bands be consulted as the Salt River First nations is developing a building on McDougal Road. She suggested having a community event to

address renaming the street. Mayor Napier-Buckley suggested that the community consultation could be done at the landslide. Cr. Holtorf thinks that Administration look at everything on implication as this is major change with the street being the main street and the need for the change with the huge impacts to the residents. He would like an assessment be completed to provide information on the need to change it and the costs associated with that. Cr. Kikoak agreed with Cr. Holtorf. She added that residents bank mortgages, deeds, address changes will all be affected and that there are considerable costs associated with it. There will be a lot of paperwork in the bank for changing address on mortgages. Cr. McArthur agrees with Cr. Holtorf and added that it would take years in paperwork to complete the name change. Cr. Holtorf indicated that the letter was received a year ago and suggested that a call be extended to the Fort Smith Metis to let them know their request is being considered. D/M Smith thinks this is a fantastic idea. He added that there are two other groups that should be involved, the chamber of commerce and emergency resources as they would be impacted. Cr. Patel suggested tasking the ABC board or the bands for potential names. Mayor Napier-Buckley advised that this request was with the ABC board and it came back to Council. Cr. Patel inquired if it would be possible to have ABC generate a short list of potential street names for future consideration. Administration thinks that ABC could take a list of names and that it may be a great project for them when they come back in the fall. Mayor Napier-Buckley advised that she will consult with the chamber of commerce and indigenous groups and how it was done in other communities specific to reconciliation.

7. Other Business

Aurora College Committee - Cr. Holtorf wanted to address the ad hoc committee to address college. What we are hearing, and recognizing is it needs support from administration. We need three hours a day of ongoing of someone's times to communicate to the community of what we are doing and what we have accomplish. They have to develop what their messages are and need to come up with a presentation highlighting a tour. He indicated that they need to get a visit by the legislative standing committee and that their next meeting is on August 15, 2018. He indicated that administration time and a budget is required to administer the committee. He thinks the item should be on each meeting agenda. Cr. Kikoak suggested that names be explored for the committee. Cr. Patel suggested to brain storm a name with the committee and that the terms of reference to guide the committee would be valuable. She suggested recruiting three members for the committee to be a chair and co-chair and one member of the board. She agreed that resources and a budget are required. She suggested that administration can come back with a briefing note to have staff roles shifted to help. She indicated that the legislative standing committee meeting is in August and the Dene National Assembly is coming up. She suggested that a request be extended to indigenous leaders to have a motion presented at the Dene National Assembly



supporting the headquarters remain in Fort Smith. Mayor Napier-Buckley advised that no minutes have been taken for the college committee meeting and suggested meeting Thursday June 12, 2018 to discuss the terms of reference. Cr. Holtorf requested that staff be made available for that meeting. D/M Smith suggested that the committee not get side tracked too much with the in terms of reference as it is lots of work. He noted that Council needs to keep in mind that this is not a public opinion contest. Everything starts and ends with the cabinet minister. He added that it is the Premier who appoints a Deputy Minister for the Aurora College he fears that consulting will not be taken into consideration. He advised that lobbying efforts be directed to the Premier as he makes the final decision. Cr. Patel thinks it is important to set terms of reference by Council as Council is putting the resources into it everything is idea sharing and no action. Mayor Napier-Buckley advised that there is already a letter gone out to premier. Cr. Kikoak thinks that there are issues that have to be addressed with the Premier as it is above the capabilities of the Minister. She has concerns for people looking for mortgages for homes in Fort Smith which should be addressed with the Premier.

**RECOMMENDATION**

**Moved by: Cr. Holtorf**

**Seconded by: Cr. Patel**

**That the ad hoc committee be resourced with \$5000 and staff for administrative support.**

**CARRIED UNANIMOUSLY**

8. Excusing of Councillors

**RECOMMENDATION**

**Moved by: Cr. Patel**

**Seconded by: D/M Smith**

**That Cr. Tuckey, Cr. Dumont, and Cr. Bell be excused from Community Services Meeting on July 10, 2018.**

9. Date of Next Meeting

The next meeting of the Community Services Standing Committee will be held on August 14, 2018.

10. Adjournment

**RECOMMENDATION**

**Moved by: Cr. Kikoak**

**Seconded by: Cr. Patel**

**That the meeting be adjourned at 8:40 p.m.**

**CARRIED UNANIMOUSLY**



# Town of Fort Smith

## Vision, Values and Goals

Approved: August 16, 2011

**Vision** The Town of Fort Smith will work with its partners to enhance our excellent quality of life by respecting values, traditions, and healthy lifestyles. We will continue to advance as a unified, active and prosperous community.

### Values

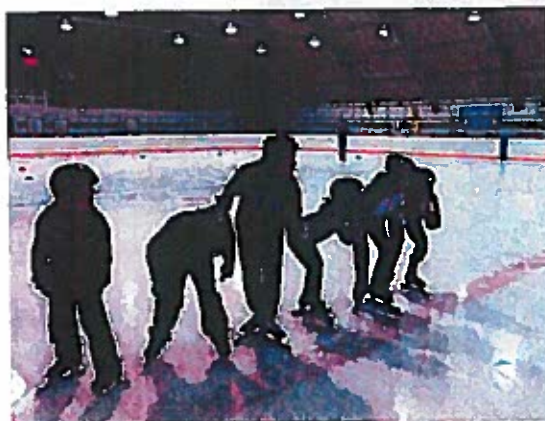
- We value an open, transparent, effective government.
- We value our natural environment.
- We value a safe and hospitable community for our residents and visitors.
- We value education.
- We value the use of sustainable energy sources.
- We value active living, health and wellness.
- We value effective communication.
- We value community unity through partnerships.
- We value the passion and commitment of our volunteers.

### Goals

- Operate an open, transparent and effective government
- Operate the Town of Fort Smith in a fiscally responsible manner.
- Provide excellent municipal programs and services to the citizens.
- **Continue as a responsible employer**
- Preserve, advocate and enhance the natural environment in the Town.
- **Maintain a safe community.**
- Support all educational opportunities within the community.
- Be a leader in sustainable environmental practices in our community.
- **Foster a strong cohesive community spirit.**
- Maintain a healthy, active community
- **Grow our residential and business community**
- Promote Fort Smith as a desirable destination.

## Recommended Strategies: Infrastructure

INFRASTRUCTURE	Short Term (2013–2014)	Mid Term (2015–2017)	Long Term (2018 +)
<b>Indoor Facilities</b>			
<b>Centennial Arena</b> <ul style="list-style-type: none"> <li>• Develop energy and asset management program to prolong the life of structure and create efficiencies</li> <li>• Conduct assessment and feasibility study</li> <li>• Design new arena</li> <li>• Construct new arena</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>
<b>Recreation and Community Centre</b> <ul style="list-style-type: none"> <li>• Develop energy and asset management program to prolong the life of structure and create efficiencies</li> <li>• Develop Indoor Child Play area</li> <li>• Repurpose program areas to include programs such as indoor walking, dance / martial arts, child minding, arts and crafts</li> <li>• Prepare for midlife retrofit</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>	
<b>Fort Smith Swimming Pool</b> <ul style="list-style-type: none"> <li>• Develop energy and asset management program to prolong the life of structure and create efficiencies</li> <li>• Prepare for midlife retrofit</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>	
<b>Mary Kaeser Library</b> <ul style="list-style-type: none"> <li>• Develop energy and asset management program to prolong the life of structure and create efficiencies</li> <li>• Include Library in same study and design process as arena to construct new library</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>
<b>Community facilities repurposing</b> <ul style="list-style-type: none"> <li>• Develop option plan for repurposing of an facility that is replaced</li> <li>• Repurpose facilities</li> </ul>		<ul style="list-style-type: none"> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>



INFRASTRUCTURE	Short Term (2013–2014)	Mid Term (2015–2017)	Long Term (2018 +)
<b>Outdoor Facilities</b>			
<b>Track and Field Facility</b> <ul style="list-style-type: none"> <li>• Develop asset management program to prolong the life of the facility</li> <li>• Complete soccer facility</li> <li>• Complete field event sites</li> <li>• Complete facility i.e. bleachers, concession, washrooms, storage, sound system, lighting</li> <li>• Upgrade tennis courts</li> <li>• Develop plan for future development</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>
<b>Multiways / Pathways</b> <ul style="list-style-type: none"> <li>• Develop asset management program to prolong the life of all of the trails</li> <li>• Work with the Tourism and Trade Advisory Board to develop plan to expand trail system</li> <li>• Construct new trails</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>
<b>Sport fields</b> <ul style="list-style-type: none"> <li>• Develop asset management program to prolong the life of all of the sport fields</li> <li>• See below for future development</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>		<ul style="list-style-type: none"> <li>✓</li> </ul>
<b>Festival / event site</b> <ul style="list-style-type: none"> <li>• Develop plan for festival / event site (not Conibear Park) for large community functions</li> <li>• Construct new festival / event site</li> <li>• Develop asset management program to prolong the life of the facility</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>	
<b>Parks and Playgrounds</b> <ul style="list-style-type: none"> <li>• Develop asset management program to prolong the life of all of the parks and playgrounds</li> <li>• Develop overall parks and sport fields development plan</li> <li>• Construct two off-leash dog parks</li> <li>• Repurpose Conibear Park</li> <li>• Construct a mountain bike park</li> <li>• Construct a spray deck</li> <li>• Construct an outdoor ice rink</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> </ul>
<b>ATV / Snowmobile transportation corridor</b> <ul style="list-style-type: none"> <li>• Develop a plan for safe ATV / snowmobile travel through the community including at least one cross community corridor</li> <li>• Develop asset management program to prolong the life of the corridor</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> </ul>		

PROGRAMS	Short Term (2013–2014)	Mid Term (2015–2017)	Long Term (2018 +)
<b>Enhance Community Programming</b> <ul style="list-style-type: none"> <li>• In conjunction with the Town’s communication plan, improve communication of programs including printed material, online, and social network opportunities</li> <li>• Evaluate programming and facilities to enhance current program and add new programs to promote active healthy living</li> </ul>	<p>✓</p> <p>✓</p>	<p>✓</p>	<p>✓</p>
<b>Develop Volunteer Strategy</b> <ul style="list-style-type: none"> <li>• Create a strategy to assist volunteers and volunteer groups to recruit, train, retain and recognize volunteers</li> <li>• Develop a list of resources and / or functions the Town can make available to support volunteer groups</li> <li>• Identify required support between Town and volunteer groups</li> <li>• Develop volunteer roster</li> <li>• Organize a volunteer symposium</li> </ul>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>✓</p>	
<b>Develop Initiatives to Create Greater Community Engagement</b> <ul style="list-style-type: none"> <li>• Conduct a Recreation Advisory Board strategic plan and annual business plan</li> <li>• Develop process to involve more youth in leadership roles</li> <li>• Develop process to involve parents and other adults in leadership roles</li> <li>• Develop evaluation process to allow for greater feedback from community</li> </ul>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>		
<b>Develop Recreation and Sport Tourism Strategy</b> <ul style="list-style-type: none"> <li>• Work with the Tourism and Trade Advisory Board to develop the strategy outlined in the already developed Town Marketing Strategy</li> <li>• Implement strategy</li> </ul>	<p>✓</p>	<p>✓</p>	
<b>Develop Initiatives to Generate Greater Revenue in the Recreation Sector</b> <ul style="list-style-type: none"> <li>• Develop a Town user fee policy</li> <li>• Develop a sponsorship prospectus</li> </ul>	<p>✓</p>	<p>✓</p>	



## Financial Implications: Capital Costs

A summary of the capital budget implications for the recommendations herein are presented in the following table. The figures represent estimated one time capital costs for each initiative and, where applicable, an initial planning cost is also presented.

Although some funding may be available through government grants, however, it can be assumed that the majority of the capital costs identified will need to be funded from the Town and from fundraising (including sponsorships) efforts.

Infrastructure Initiatives Planning and Construction Capital Costs	Short Term (2012–2014)	Mid Term (2015–2017)	Long Term (2018+)
<b>Initiatives for Indoor Facilities...</b>			
• Recreation and Community Centre (including midlife retrofit)	\$100,000	\$1,500,000	
• Fort Smith Swimming Pool (including midlife retrofit)	\$20,000	\$50,000	\$2,000,000
• Indoor child play area at RCC	\$100,000		
• Centennial Arena-Feasibility study and design exploring expansion of the RCC to include new indoor ice facility		\$100,000	\$13,000,000
• Mary Kaeser Library-feasibility study and design exploring expansion of the RCC to include new library	\$10,000	\$100,000	\$2,000,000
• Community facilities repurposing (Centennial Arena, Mary Kaeser Library)			\$3,000,000
<b>Initiatives for Outdoor Facilities...</b>			
• Multiways / pathways enhancement	\$100,000	\$500,000	\$500,000
• Track & field site (amenities, soccer pitch, tennis courts)	\$500,000		\$100,000
• Festival / event site (upgrade Conibear Park initially, then plan and develop new civic park)	\$12,000	\$750,000	
• General parks and playgrounds upgrades	\$50,000	\$50,000	\$100,000
• Mountain bike park		\$20,000	
• Spray deck		\$200,000	
• Sports fields repairs and upgrades	\$15,000	\$15,000	
• Outdoor ice rink	\$15,000		
• Dog off-leash parks	\$20,000		
• ATV / Snowmobile transportation corridor	\$10,000		
<b>Totals:</b>	<b>\$952,000</b>	<b>\$3,285,000</b>	<b>\$20,700,000</b>

**Recreation and Community Centre  
Activity Report - July 2018**



Main Venues	Total	Last Month	July, 2017	YTD	COMMENTS
Gymnasium	144	238	110	1369	
Pete's Gym	1174	910	1196	8197	
Fitness Room	10	27	11	483	
Squash Court	28	0	58	264	
ASCP/Daycamp	379	157	217	2265	174 in the am, 205 in the pm
Theatre	44	85	63	428	2 rentals = 26, scheduled movies = 18
Parent's n' Tots	373	324	325	2748	
Phoenix Room	148	103	71	756	
Party Room	6	6		12	
PWK Use					
Youth Drop In	142	304	0	1511	Youth night was not offered in July last year, summer vacation would account for drop from June.
Arena Summer Events					
Canada Day	800				
Circus Camp	250				40/day for 4 days plus 2 shows (90)
RCC Events:					<b>Event totals are not included in gymnasium use</b>
HSS Postpartum Group	30	28		58	Weekly HSS program, YTD started in June
MISC					
<b>Total</b>	<b>3528</b>	<b>2182</b>	<b>2051</b>	<b>18091</b>	
College Uses	<b>28</b>	<b>287</b>		<b>1514</b>	

Adult Slow-pitch - running as an independent league with games 4 games scheduled per week on the diamonds

**Recreation and Community Centre Pool  
Activity Report July 2018**



Main Events	Total	Last Month	July, 2017	YTD	COMMENTS
AM Lane Swim	37	28	49	265	
Parents and Tots	108	23	196	559	
ASCP	110	63	75	541	(Day Camp)
Noon Lane Swim	34	28	22	198	
Weekend Noon					
Lane Swim	38	37	43	251	
Seniors Swim	66	60	55	384	
Public	361	180	291	1103	
Weekend Public	146	112	123	716	
Aquafit	*	30		171	*2 classes/week with approx 6/class, attendances reflected in public swim/family swim
Jr. Lifeguard Club				47	not currently running program
Adult/Family	211	189	155	1381	
Weekend					
Adult/Family	95	80	74	615	
PWK/JBT Usage	0	150	0	1192	
Sr's Aquafit				0	not currently running program
Swim Lessons	60	180	135	881	Monday - Friday 2 weeks (6 kids x 10 lessons)
Kayak Polo	0	7	0	31	Done for season
Rentals	48	50	98	386	3 rentals
Other Events		139	0	690	
<b>Total</b>	<b>1314</b>	<b>1356</b>	<b>1316</b>	<b>9411</b>	

GENERAL COMMENTS

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Mary Kaeser Library

July 2018

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total	
Adults		29	48	48	23	20	16	13	45	31	27	34	26	15	14	42	25	25	31	16	13	11	28	31	33	28	26	14	10	32	37	791	
Children		19	28	18	19	28	11	7	31	23	15	30	27	10	7	43	23	18	30	25	11	15	32	27	25	17	22	15	11	20	29	636	
Computer Users		49	63	46	43	39	34	28	64	49	54	57	42	30	26	84	61	61	65	46	36	29	69	69	63	58	43	30	31	66	63	1498	
Story Time:																																	
Children		14							0							23							18							15		70	
Adults		8							0							14							11						9			42	
Special Event																																0	
Adult Fiction Ex.																																	0
S.T.E.A.M. Camp																																	0
Comic Book Camp																8	8	8	8	8													40
																																	0
<b>Total Attendance</b>																																	1427
Total Program Attendance																																	152
Operational Hrs	0	5.5	5.5	5.5	5.5	3.5	3	3	5.5	5.5	5.5	5.5	3.5	3	3	5.5	5.5	5.5	5.5	3.5	3	3	5.5	5.5	5.5	5.5	3.5	3	3	5.5	5.5	137	



## BRIEFING NOTE

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**To: Mayor and Council**

**Date: August 14, 2018**

**Subject: Sponsorship Policy**

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**Purpose:**

To present to a draft of the Sponsorship Policy to Council for consideration.

**Background:**

Recently outside interest groups have approached the Town to offer sponsorship for a range of improvements to facilities. Donations or sponsorships such as these have the potential to provide broad benefits to the community that may not have been feasible within the Town budget, such as the purchase of equipment, development of new facilities, as well as aesthetic improvements, including art and cultural installations.

We have recently received donations/sponsorships for a range of items, including the snowboard park (Locost Moving, CAB Construction, Precision/TDC, NTPC, Fort Smith Construction), new scoreboard in the arena (Fury Women's Hockey) and an electronic sign and multilingual stop signs (Fort Smith Metis Council). We have received donations from organizations such as the Royal Canadian Legion, Union of Northern Workers, Bank of Montreal, Pepsi, and various other local businesses and individual community members.

These generous gifts, whether they be cash donations, in-kind support, donation of equipment, other specific improvements or general support deserve to be visually recognized, acknowledging the support and benefit to the community. We currently have an Honour Wall in the swimming pool which recognizes the contributions of many people who provided financial or in-kind assistance to support the development of that facility.

Certainly, there are many other projects which would benefit from outside sponsorships/donations. For example, as we are working toward implementing our parks and playgrounds upgrade plan we recognize that donations from the community make the purchase and installation of equipment much more feasible. Having a policy which sets a standard for how we manage sponsorships and donations allows Town employees to develop strategic plans to generate support for major community projects which will support our Healthy Community Initiatives.

Currently, we have no means to accept and recognize these donations/sponsorships. By developing a standard of the types of donations/sponsorships we can ensure they are appropriate to the Mission and Values of the Town.

The proposed policy may require a more robust framework to manage large donations and sponsorships, including multi-year sponsorships, fundraising strategies, or facility naming rights. This policy may be a living document that is able to evolve as we are faced with these and other unique types of sponsorships or donations.

**Recommendation:**

That council review and provide input on the Sponsorship Policy.



# The Corporation of the Town of Fort Smith Policy and Procedures Manual Policy ## ### Sponsorships and Donations

## **1. Statement of Policy**

The Town of Fort Smith welcomes and encourages gifts, donations and fundraising activities undertaken to assist in the provision of Town events, programs, services and projects. All donations / sponsorships will be consistent with the Town of Fort Smith's vision and mission and will not in any way compromise or contravene any policy of the Town or reflect negatively on the Town's public image. The Town retains the right to reject any gift or donation in whole or part. All sponsorship agreements shall be established in a manner that ensures access and fairness, and results in the optimal balance of benefits to the Town and the community.

This policy applies to all sponsorships and donations received by the Town, solicited and unsolicited.

## **2. Purpose of Policy**

2.1 The purpose of this policy is to create an authorized environment for entering into sponsorship agreements and partnerships.

- Protect the Town of Fort Smith from adverse effects on public safety or on the Town image
- Ensure an open process is used to secure sponsorship opportunities
- Provide employees with guidelines and procedures with respect to the sponsorship of Town assets including land, facilities, structures, services, programs and events based on best practices, and
- Uphold the Town's stewardship role to safeguard the Town's assets and interests

2.2 The policy provides an enabling environment for the Town of Fort Smith to enter into sponsorship agreements with corporations, groups or individuals within set guidelines and procedures for the purpose of enhanced financial sustainability.

## **3. Definitions**

*Agreement* – is a written document, signed by two parties, accepting certain conditions and terms.

*Town* – means the Town of Fort Smith. The term Town encompasses Council and committees associated with the Town of Fort Smith.

*Town Assets* – including Town owned buildings, rooms within those buildings, parks and elements of parks including walking paths, bicycle paths, gardens, landscape features, etc.

*Donation* – means a gift or contribution of cash, goods, or services given voluntarily toward an event, project, program or Town asset as a philanthropic act.

*Donor* – Means a person, organization or corporation that provides a donation to the Town of Fort Smith.

*Fundraising* – Means to solicit donations and /or sponsorships of cash, goods or services to benefit an event, project, program or Town asset.

*Fundraising plan* – Means a set of actionable targets in fundraising efforts set by the Town defined by fundraising metrics.

*Gift in-kind*– Is a donation or sponsorship received in the form of goods or services rather than cash.

*Memorials* – Are donations commemorating or honouring such person(s) who is deceased or an event.

*Naming* – Refers to the bestowal of a name upon a new, existing or renewed Town asset for an agreed upon time.

*Presenting Sponsor* – Is the sponsor that has its name presented immediately adjacent to that of the sponsored activity or event.

*Recognition* – Refers to the acknowledgement and expression of thanks issued for a donation or sponsorship that suitably reflects the impact of the donation / sponsorship.

*Request for Sponsorship Proposal* – An open process whereby corporations, groups or individuals may express their interest in participating in sponsorship opportunities with the Town. Requests for sponsorship should include a summary of the sponsorship opportunity and benefits for participation in the expressed sponsorship opportunity.

*Renaming* – A type of sponsorship in which an external individual, business or organization purchases the exclusive right to name a Town asset or venue for a fixed or indefinite period of time in exchange for cash and/or other consideration under a long-term arrangement.

*Revenue Generation* – Includes revenue streams, such as tax base and user fees, alternative revenue such as donations, sponsorships, grants and the sale of advertising. The funds generated will result in the enhancement and / or creation of programs, services and / or Town assets and / or offset user fees to offer more financially accessible services.

*SAO* – Senior Administrative Officer of the Town of Fort Smith.

*Sponsor* – Means a person or organization that enters into a sponsorship agreement with the Town of Fort Smith with the intent of promoting itself and / or its products or services.

*Sponsorship* – Means a contribution of cash, goods or services toward an event, project, program or Town asset, in return for commercial benefit (ie logo placement or presenting sponsorship). The funds typically emanate from the sponsor’s marketing, advertising, or communication budgets. The intent of a sponsorship is to enhance the image and marketing opportunities of the sponsor in its target market and / or the community. Sponsorships are a reciprocal arrangement benefiting both parties.

*Sponsorship Agreement* – A mutually beneficial, contractual agreement that reflects the business arrangement for the exchange of marketing benefits between the Town and an external organization for a specified period of time.

#### **4. Procedure**

- 4.1. Sponsorship shall be established in a manner that ensures access and fairness, and results in the optimal balance of benefits to the Town of Fort Smith and the community at large.
- 4.2. All sponsorships and advertising activities shall remain at arm’s length from municipal decision making processes. They shall not in any way invoke future consideration, influence, or be perceived to influence the day-to-day business of the Town.
- 4.3. Proposed donation or sponsorship must be consistent with the objectives outlined in the municipality’s current budget, strategic, business and fundraising plans. A donation may be held and actioned once all resources are in place.
- 4.4. The Town recognizes that individuals or groups may wish to make gifts to improve a facility or to create areas within a facility which better meet their user group needs. Individuals may make donations or gifts to specific facilities or in general which will be earmarked for recreation facility development.
- 4.5. Sponsorship may not compromise the Town’s ability to carry out its functions fully and impartially.

- 4.6. Recognition of in-kind contributions will be completed at fair market value. “Fair market value” is defined as the agreed-upon price in an open and unrestricted market between knowledgeable and willing parties who are dealing at arm’s length and who are fully informed. The fair market value is the price an institution would be expected to pay in such circumstances, after normal and educational discounts.
- 4.7. The advertising of a product or service, or recognition of an individual, business or organization does not act as the Town’s endorsement of any one product, service, individual, business or organization over another.
- 4.8. Neither the submission of a sponsorship proposal nor the acceptance of the sponsorship proposal submission shall be construed as a contract.
- 4.9. Sponsors are prohibited from making statements that suggest the sponsor’s products or services are endorsed by the municipality.
- 4.10. Prospective sponsors shall bear all costs associated with the preparation and submission of any sponsorship proposal, and the Town will, in no case, be responsible or liable for those costs.
- 4.11. Sponsorships shall not be solicited from businesses, organizations or individuals who, in the sole discretion of the Town SAO, are inappropriate partners for the municipality in that their products or business activities do not align with the Town’s values. Examples of inappropriate sponsorships would include those that:
- Promote the use of tobacco and alcohol
  - Promote religious or political messaging specific to any group or faction
  - Present imaging that is derogatory, prejudicial, harmful to or intolerant of any specific group or individual
  - Create fiscal hardship for the Municipality and /or its residents
  - Make them inappropriate sponsorship candidates for reasons not specified herein
  - Pose long term implications on staffing and financial resources including security, repair, maintenance and insurance coverage should be favourable
  - Pose potential health and safety issues for Town employees, residents and visitor
- 4.12. The Town will seek marketing sponsorship opportunities with third parties whose purchasing practices embed environmental and ethical criteria into their own purchasing procedures and supply chain management processes.

4.13. The Town reserves the right to terminate an existing sponsorship agreement should any of the following occur:

- The sponsor uses the Town's name outside the parameters of the sponsorship agreement without prior consent
- The sponsor develops a public image inappropriate to the Town's values and/or objectives

4.14. Unsolicited sponsorship proposals received by the Town will be reviewed and evaluated by the SAO as per the provisions of the Policy and may be declined, accepted, referred and/or reported to council.

## **5. Procedures**

5.1. Concept approval for sponsorship projects will be obtained from the appropriate department Director before potential sponsors are approached or agreements are made.

5.2. Sponsorship proposals should be in writing and outline the benefits that will be exchanged between both parties.

5.3. Sponsorship agreements that have a purchasing element or have a value of greater than \$5,000 annually will go through either an expression of interest or a request for sponsorship proposal process unless otherwise approved by the SAO.

5.4. Groups requesting specific modifications to areas of a Town facility as a part of their sponsorship must make a request in writing to the SAO. They must include specific modification plans, estimated costs, and amount the group will be contributing as a donation/gift. Making a donation/gift to the Town for upgrades/modifications to facilities does not equal proprietary or sole use of the space.

## **6. Responsibilities and Authorities**

Parties involved in sponsorship negotiations and decisions undertake the following specific responsibilities and delegation of authorities:

6.1. Town Council, will:

- Approve Town of Fort Smith Sponsorship Policy and Guidelines as necessary
- Approve sponsorship agreements over \$50,000, that involve the sale of naming rights or the contract does not satisfy the provisions of this policy.

6.2. Senior Administrative Officer:

- Assessment of "fit" or fundraising initiative
- Review and approval of prospective donor list prior to the implementation of a sponsorship projects or fundraising plans



- Concept approval of sponsorship projects before sponsorship projects or fundraising plans before sponsors or donors are approached or agreements are made
- The SAO is responsible for approving all sponsorship agreements for amounts up to \$50,000, providing they satisfy all provisions of this policy.

6.3. Appropriate Department Director:

- Manage and implement fundraising initiative including the Donor Recognition
- Report regularly to the SAO of the status of the campaign
- The department Director is responsible for approving all sponsorship agreements for amounts up to \$5,000, providing they satisfy all provisions of this policy
- Ensure that representatives of the Town of Fort Smith entering into sponsorships are aware of and act in accordance with this policy.

**7. Sponsorship Agreement**

All sponsorships shall be confirmed in a legal agreement. All agreements are to be prepared by the Town of Fort Smith, using an approved template form. All sponsorship agreements will be approved for content by the SAO.

**8. Recognition**

- 8.1. The Town will provide recognition of financial and in-kind donations and sponsorships with the gift/sponsor level outlined below or as negotiated between the Town and the donor/sponsor.
- 8.2. The Town will develop a recognition strategy which will identify all donors and sponsors in one central location. Those who have provided donations or sponsorships at the Gold and Diamond Level may also be recognized through additional signage.
- 8.3. In-kind donations will be valued at market value for the labour or equipment provided.
- 8.4. Any promotional advertising material developed in conjunction with a presenting Sponsorship shall prominently feature the name of the activity or event or donation and the Town of Fort Smith.
- 8.5. Any signage required for donations and sponsorships will be designed, constructed and installed in a manner that is mutually agreed upon by the donor/sponsor and the Town. The final decision shall rest with the Town.
- 8.6. The Town shall display donations and sponsorships within Town facilities with the following recognition levels:

Diamond Sponsor/Donor: \$10,000 or more  
Gold Sponsor/Donor: \$5,000 to \$9,999  
Silver Sponsor/Donor: \$2,000 to \$4,999  
Bronze Sponsor/Donor: \$1,000 to \$1,999  
Community Sponsor/Donor: up to \$999

**9. Naming of Municipal Assets**

Naming of corporate assets, including parks, greenspaces, trails, facilities, streets and other municipal buildings or properties, as recognition for a donation or sponsorship shall be consistent with the Town of Fort Smith’s vision and shall be done in accordance with section 6.1 of this policy and Town policy 1.1 (1989).

**10. Living Document**

As the Town enters into sponsorship agreements and develops fundraising programs to seek donations this document may evolve, being further strengthened to describe additional types of sponsorships and donations and the associated criteria.

**11. Related Policies or Documents**

- 11.1. Purchasing and Tendering Policy
- 11.2. Town of Fort Smith Mission, Values, Goals

**12. Attachments**

- 12.1. **Appendix A – Sample Sponsorship Agreement**

**Appendix "A"**  
**Sponsorship Agreement**

THIS AGREEMENT made effective the \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

BETWEEN: [Company Name] ("Sponsor")

[Address]

AND: The Town of Fort Smith ("Town")

WHEREAS the Town of Fort Smith operates programs, services and municipal facilities;

AND WHEREAS the Sponsor wishes to support the Town wishes to acknowledge such support;

NO THEREFORE in consideration of the promises contained herein, the parties agree as follows:

**1. Sponsorship Period**

1.1. This agreement shall be effective as of the date first written above and shall expire on [date], unless terminated earlier pursuant to the terms of this Agreement (the "Term")

**2. Sponsorship Terms**

2.1. The Sponsor wishes to support the Town by contributing \$\_\_\_\_\_ and/or \$\_\_\_\_\_ value in-kind for the purpose of [purpose of sponsor].

**3. Sponsor's Rights**

3.1. In consideration of the Sponsor's support, upon receipt in full of the contributions listed above, the Town will:

3.2. Add the [company name] logo to all promotional material related to [event/project name]

3.3. Recognize [company name] as a [sponsor level] on community sponsor boards within Town facilities.

3.4. Etc [ensure you list all recognition benefits you will be offering your sponsor]

**4. The Sponsor's Obligations**

4.1. Shall comply with all obligations within the Town Sponsorship Policy

**5. Trademark and Logo Use**

5.1. Upon the request of the Town, [company name] will provide its approved branding and logo materials, and hereby consents to their use in any promotional materials related to their sponsorship of [event/project name]. The Town's name and logo are registered trademarks with standards governing their use. The use of the Town's name or logo in conjunction with any [event/project name] requires prior written approval by the Town. The Sponsor is required to contact the Town, to seek written approval to use the Town's

name or logo in relation to this sponsorship. The Town reserves the right to withdraw the use of the name or logo at any time with written notice to the Sponsor.

## 6. Notices

6.1. Inquiries, the completed Agreement, cheques and any notices can be sent to the Town at:

Town of Fort Smith  
P.O. Box 147  
Fort Smith, NT X0E0P0

Notices can be sent to the Sponsor at:

[company name]  
[Address]

## 7. Termination

7.1. Either party may, by notice in writing, terminate this Agreement upon 30 days' notice if the other party breaches any of the provisions of this Agreement.

## 8. Renewal

8.1. The Town agrees to give the Sponsor first refusal to renew this Agreement, with an option to withdraw after one year if the terms of the Sponsorship deal are not being met.

## 9. Miscellaneous

9.1. Governing Law. This Agreement shall be interpreted and construed in accordance with the laws of the Northwest Territories and the laws of Canada applicable therein and the parties hereby attorn to the jurisdiction of the courts of NWT.

9.2. Entire Agreement. This Agreement constitutes the entire understanding and agreement between the parties with respect to the subject matter hereof and supersedes any prior understanding between the parties whether oral or written, with respect to such subject matter.

9.3. Indemnity. Each party to this Agreement shall indemnify and hold harmless the other party, its officers, agents, employees, or volunteers from any and all claims, demands, actions and costs whatsoever that may arise out of, directly or indirectly, such indemnifying party's performance of this Agreement or that of the indemnifying party's officers, directors, agents, employees, or volunteers.

9.4. Assignment. No party may assign the Agreement or any part of the Agreement, or any benefit, interest or obligation herein.

9.5. FOIPP. The Town is a public body under the Freedom of Information and Protection of Privacy Act of NWT. The Sponsor and the Town shall ensure that in implementing this Agreement, adherence is made to the requirements of this applicable privacy legislation and regulations.

IN WITNESS WHEREOF the parties hereto have caused this Agreement to be executed by their duly authorized representatives as of the date first written above.

**On behalf of:**

Town of Fort Smith

[insert]

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: [Mayor / SAO] \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Witness: \_\_\_\_\_

Witness: \_\_\_\_\_



## BRIEFING NOTE

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**To: Mayor and Council**

**Date: August 14, 2018**

**Subject: Healthy Foods Policy**

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### **Purpose:**

To present to a draft of the Healthy Foods Policy to Council for consideration.

### **Background:**

There is a shift afoot within municipal facilities across the country to address the culture of unhealthy food and beverages as the primary foods available in recreation and leisure settings. Municipalities in Nova Scotia, New Brunswick, Saskatchewan, Alberta and BC are actively creating healthy food policies. The Canadian Recreation and Parks Association has developed a strong resource to support the implementation of policies creating healthy food environments. The policy being presented is modelled off policies and resources from municipalities across the country.

The food that is commonly served in our contracted concessions and at special events hosted by user groups is often easy to prepare, processed food. This means that it is typically high in sodium, fat, sugar, and various chemical additives. The Canada's Food Guide, various provincial healthy eating guidelines, and position papers produced by professional organizations (Dieticians of Canada) identify these options as unhealthy and negatively impacting the general health of our country.

This food is often lower cost, which is important for organizations using our concession as a fundraising venue.

As a part of our Healthy Community Initiative we can create an environment in our facilities and at our events which supports healthy food choices as the norm. Through policy development, education, implementation, and monitoring we can support organizations in moving toward healthier menus. Making change in what is offered for consumption supports people in making a positive change in their own life. It is through a holistic approach to wellness that we have the greatest impact toward our Healthy Community Initiative goals.

**Recommendation:**

That council adopt the Healthy Foods Policy.



# The Corporation of the Town of Fort Smith Policy and Procedures Manual Policy ## ### Healthy Foods

## 1. **Statement of Policy**

To create healthy food environments by increasing access to and consumption of healthy foods and beverages within municipal settings, making healthy choice, the easy choice.

## 2. **Objectives**

To create a supportive environment that makes the healthy choice the easy choice.

- To develop a strategy to educate community members of the benefits of healthy food choices.
- To support concession contractors in developing a healthy food choice menu.
- To support concession contractors to meet the contractual obligations to provide healthy food choice options.
- To establish minimum standards for a healthy food choice menu and to develop a monitoring strategy.
- To develop a standard for pricing and displaying healthy food choices in Town facilities.
- To ensure all food outlets in Town facilities meet or exceed the minimum healthy food choice standards.
- To encourage the sale of healthy food choices at special events organized by Town staff.
- To encourage the purchase of healthy food choices for all Town events, meetings, and conferences.
- To normalize healthy food and beverage consumption at Town facilities, events and meetings.

## 3. **Definitions**

*“Choose Most Often”* refers to a food and beverage category based on nutritional criteria outlined in the Alberta Nutrition Guidelines for Children and Youth.



“*Choose Sometimes*” refers to a food and beverage category based on the nutritional criteria outlined in the Alberta Nutrition Guidelines for Children and Youth.

“*Choose Least Often*” refers to a food and beverage category based on the nutritional criteria outlined in the Alberta Nutrition Guidelines for Children and Youth.

#### **4. Procedure**

4.1. This policy applies to the food and beverages served and sold in the following areas:

- all municipally owned recreation facilities, spaces and places;
- all recreation programs and municipal events, meetings and special events;
- all concessions and vending machines located on municipal properties.

4.2. This does not apply to:

- Food and beverages brought in for meals and snacks by the employees;
- Organizations or individuals who rent space/rooms for special events, however they will be encouraged to follow the policy and offer more healthy food options;
- Organizations/events to which the Town provides support or sponsorship, however they will be encouraged to participate in modelling the policy and offer more healthy food options;
- Alcohol is not included in the scope of this policy;
- Coffee or tea.

4.3. Providing healthy foods and beverages within Town settings will support a cultural shift whereby the healthy choice is the “norm” where we live, work, and play. To meet this goal all food and beverages served and sold will:

- be consistent with defined criteria (Choose Most Often, Choose Sometimes, Choose Least Often) detailed in Appendix A;
- be served and sold in the appropriate portion sizes as identified within Canada’s Food Guide to Healthy Eating.

4.4. Energy drinks (all brands) and relaxation drinks (all brands) should NOT be served. Sports drinks (all brands) should be considered a “Choose Least Often” beverage.

4.5. The pricing of foods/beverages influences the types of products individuals select and purchase. Healthy foods and beverages should be priced slightly lower than unhealthy foods and beverages.

4.6. Priority space should be given to healthy food and beverages (Choose Most Often, Choose Sometimes).

#### **5. Promotion, Advertising, & Sponsorship**

The Town of Fort Smith will make every effort to avoid sponsorship relationships which result in the promotion or advertisement of unhealthy food and beverage choices.

## **6. Breastfeeding**

In the NWT breastfeeding is supported and promoted as the ideal way to provide nutrition to babies. The Town of Fort Smith endeavours to create an environment in our facilities which supports nursing mothers to feel welcome to breastfeed their children in the way they are comfortable.

## **7. Implementation**

Food choices in facilities such as community centres and arenas have historically fallen to the unhealthy end of the spectrum, often including fried and highly processed food, pop, potato chips, and chocolate bars. Changing the food choices and practices in these facilities will be a difficult process which may result in resistance from facility patrons and user groups. Developing a realistic and phased implementation strategy is essential. The strategy will have two essential components, Education and Making Change. Making changes to practices which have existed for many years can be difficult. Making change to our food choices which are a part of our recreation culture will require a shift in the mind set of a large group of community members. Developing a gradual measured implementation plan is more likely to produce positive and sustainable results.

### Year 1 of Implementation - Education

- Infographics displayed within the facilities, around food outlets.
- All user groups who will be selling food in the facilities will be provided with the policy and resources.
- Concession contractors will be provided with education and resources to initiate change to menus/develop healthy choice menus.

Goal: Menus will contain: 25% Choose Most Often  
50% Choose Sometimes  
25% Choose Least Often

### Year 2 of Implementation – Making Change

- Concession operator contracts will include healthy food policy compliance.
- Additional infographics will be considered.
- Collaborate with Public Health on community education.
- Special interest/event groups will be onboarded to providing healthy food options.

Goal: Menus will contain: 40% Choose Most Often  
50% Choose Sometimes  
10% Choose Least Often

### Year 3 of Implementation – Making Change

- Reinforce goals with all users of facilities and contractors, plan to achieve compliance with the goals.
- Provide additional education and resources as required.

Goal: Menus will contain: 60% Choose Most Often  
30% Choose Sometimes  
10% Choose Least Often

Town organized special events and meetings will meet or exceed the yearly goals for providing healthy food and beverage choices. All vending machines will meet the Year 3 goal immediately.

## **8. Related Policies or Documents**

8.1. Purchasing and Tendering Policy

8.2. Vision, Values, Mission

8.3. Healthy Eating in Recreation and Community Centres -

<https://open.alberta.ca/dataset/e41c275d-6794-4c4f-a220-5d2e62d571a3/resource/d3f72db0-f241-4e19-90d0-1615491afb5f/download/nutrition-healthy-eating-ab-recommcentres.pdf>

8.4. Alberta Nutrition Guidelines for Children and Youth -

<https://open.alberta.ca/dataset/1c291796-4eb0-4073-be8e-bce2d331f9ce/resource/3319786c-1df1-43ca-8693-067f733682dc/download/Nutrition-Guidelines-AB-Children-Youth.pdf>

8.5. Eating Well with Canada's Food Guide - [https://www.canada.ca/content/dam/hc-sc/migration/hc-sc/fn-an/alt\\_formats/hpfb-dgpsa/pdf/food-guide-](https://www.canada.ca/content/dam/hc-sc/migration/hc-sc/fn-an/alt_formats/hpfb-dgpsa/pdf/food-guide-aliment/print_eatwell_bienmang-eng.pdf)

[aliment/print\\_eatwell\\_bienmang-eng.pdf](https://www.canada.ca/content/dam/hc-sc/migration/hc-sc/fn-an/alt_formats/hpfb-dgpsa/pdf/food-guide-aliment/print_eatwell_bienmang-eng.pdf)

8.6. Breastfeeding - <https://www.hss.gov.nt.ca/en/services/breastfeeding>

## **9. Attachments**

9.1. **Appendix A – Nutrition Criteria – Healthy Foods Policy**

# APPENDIX A

## Nutrient Criteria - Healthy Foods Policy

### Choose Most Often Foods & Beverages

- **Should be chosen most often**
- Healthiest options
- Low in saturated and trans fat
- Contain little or no added fat, sugar, and/or sodium
- High in natural fiber
- No sugar substitutes (i.e. aspartame, sucralose)

### Choose Sometimes Foods & Beverages

- **Chosen less often than Choose Most Often foods and beverages**
- Contain added fat, sugar and/or sodium
- May be processed
- No sugar substitutes (i.e. aspartame, sucralose)

### Choose Least Often Foods & Beverages

- **Chosen least often**
- High in fat, sugar, and/or sodium
- Contain sugar substitutes (i.e. aspartame, sucralose)
- Contain caffeine
- Highly processed
- Sports drinks – all brands

### Foods Not to Be Served or Sold

- Energy drinks and shots - all brands
- Any foods that have been deep fat fried during food preparation



## BRIEFING NOTE

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**To: Mayor and Council**

**Date: August 14, 2018**

**Subject: Smoking and Cannabis Use Bylaw**

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### **Purpose:**

To present a draft of the proposed Smoking and Cannabis Use Bylaw to Council for consideration.

### **Background:**

The current “Smoking Bylaw” (Bylaw #701) was enacted in 2003 and has become outdated. An updated bylaw is being presented for your consideration which addresses both smoking and cannabis use on Town property. With the legalization of cannabis use many municipalities are including prohibitions beyond federal or provincial/territorial legislation and incorporating these prohibitions into their smoking bylaws. Under section 148 of the Cities, Towns, and Villages Act the municipal council has the authority to take appropriate action to protect the community and the previous smoking bylaw was enacted in accordance with this section (previously Sec. 102 (1998)).

Large and small municipalities from coast to coast are also instituting bylaws which prohibit smoking (and cannabis use) from public property. There is a range of which public locations are being included, from facilities to parks and playgrounds, to sidewalks and trails. Many also include prohibitions during community events.

Proposed Territorial legislation sets our base levels of control of the use of cannabis and designates the Environmental Health Officer (EHO) as the enforcement agent. Within the South Slave region there is one who will be responsible for enforcement in all the communities. Within the proposed legislation municipalities and local governments have the ability to expand controls and prohibitions of use on public property and enforcement related to any municipal bylaws addressing this issue.

The draft bylaw being presented prohibits smoking and cannabis use in and around all Town properties. At this time the designation of smoking areas for staff or public have not been identified. There is no legislation, federal or territorially, which requires the designation of smoking areas and this bylaw is congruent with the standards of the Occupational Health and Safety Act with regards to smoking in the workplace.

**Recommendation:**

That council adopt the Smoking and Cannabis Use Bylaw.



**THE MUNICIPAL CORPORATION OF THE TOWN OF FORT SMITH  
BY-LAW #**

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A BY-LAW OF THE MUNICIPAL CORPORATION OF THE TOWN OF FORT SMITH, IN THE NORTHWEST TERRITORIES, TO ESTABLISH A SMOKING AND CANNABIS USE IN PUBLIC PLACES BYLAW, PASSED PURSUANT TO SECTIONs 70, 71, 72, 73, 73, AND 75 OF THE CITIES, TOWNS AND VILLAGE ACT S.N.W.T, 2003, c.22.

WHEREAS, the Council of the Municipal Corporation of the Town of Fort Smith, in the Northwest Territories, deems it to be in the public interest to regulate and prohibit smoking and cannabis use in public places;

AND WHEREAS a council may make by-laws pursuant to section 148 of the Cities, Towns, and Villages Act respecting public health and contagious diseases, and specifically prohibiting smoking and use of cannabis in public places;

NOW THEREFORE, the Council of the Town of Fort Smith, at a duly assembled meeting, enacts as follows;

1. THAT the short title of the Bylaw may be cited as the “Smoking and Cannabis Use Bylaw.”
2. THAT this Bylaw shall come into force and effect on the date of its final passing.
3. THAT Bylaw 701 is hereby repealed.

READ A FIRST TIME THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2012 A.D.

READ A SECOND TIME THIS \_\_\_\_ DAY OF \_\_\_\_\_, 2012 A.D.

READ A THIRD TIME THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2012 A.D.

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
SENIOR ADMINISTRATION OFFICER

I hereby certify that this bylaw has been made in accordance with the requirements of the *Cities, Towns and Villages Act* and the bylaws of the Municipal Corporation of the Town of Fort Smith.

\_\_\_\_\_  
Senior Administrative Officer



**THE MUNICIPAL CORPORATION OF THE TOWN OF FORT SMITH  
BY-LAW #**

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1. **SHORT TITLE:** Smoking and Cannabis Use Bylaw

2. **INTERPRETATION**

In this bylaw, unless the context otherwise requires:

- a) Grounds of a Town building – means the outdoor part of any lot containing a building owned or leased by the Town.
- b) Park and Playground – means any park or recreational area designed in part to be used by youth that has play or sports equipment or is a greenspace designated for recreational use by children, youth or families.
- c) Town property – means real property owned or leased by the Town, directly or through the medium of a board or commission and any motor vehicle owned or leased by the Town, directly or through the medium of a board or commission.
- d) Smoking – means to inhale, exhale, burn, or have control over a lighted cigarette, cigar, pipe, hooka pipe, or other lighted smoking implement designated to burn or heat tobacco or any other weed or substance for the purpose of inhaling or tasting of its emissions.

3. **SMOKING ON MUNICIPAL PROPERTY**

Territorial legislation sets base restrictions on where one can smoke or use cannabis, including distances from public buildings, on public property during community events. Municipalities have the ability to expand on this legislation to increase those restrictions. This bylaw places additional prohibitions on the use of tobacco, cannabis, and related products as outline in Sec. 2 (d) and Sec. 3 (b).

- a. No person shall smoke on or within Town property, including the grounds of a Town building.
- b. Products prohibited are cigarettes, cigars, pipes, electronic smoking devices, cannabis, other weeds and substances, waterpipes.
- c. Places smoking is prohibited are Town vehicles, Town organized outdoor events, parks, playgrounds, greenspaces, trails, sports and recreation fields, Recreation and Community Centre, and all Town owned and leased properties.
- d. Exemptions shall be made for use of tobacco during cultural or ceremonial events.

4. **ENFORCEMENT**

- a. Any person in contravention of any of the provisions or requirements of this Bylaw is guilty of an offence, and liable on summary conviction to a fine of Five Hundred (\$500.00) Dollars.
- b. Enforcement will be enacted by the Town of Fort Smith Bylaw Officer.





## BRIEFING NOTE

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**To: Mayor and Council**

**Date: July 17, 2018**

**Subject: Community Services Level of Service Increase Request**

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**Purpose:**

To request a mid-year budget increase within Community Services to support the core operations of the department to meet the actual cost of wages for basic operations of the Recreation and Community Centre.

To propose a re-organization of the Community Services Department to develop efficiencies and support the development for a more vibrant range of programs and services.

**Background:**

This briefing note will address two specific areas of operational need. The first is an increase in recreation and community center wages to account for the pressure on the current wages budget to manage the backfill of recreation assistant hours when full and part time staff take sick and annual/banked leave. The second is to inform Council of the need to re-organize the department to create a sustainable, efficient organization which best serves the needs of the community. This will result in a more versatile staff team while providing a clearer line of supervision.

As we begin the process of planning the upcoming renovation to the Recreation and Community Centre (CRC) we have been working to gain a better understanding of the requirements for staffing and the capacity to provide services and programs to all segments of the population. The vision of the Community Services department and the Administration is to create a stronger focus on the role of the Community Centre, with a broader range of recreational opportunities that extend beyond physical activity. Through the renovation process the Community and Recreation Centre will become a gathering place and hub of community activities. Expansion of services is being considered, including access to wifi and computers and the feasibility of developing casual/informal meeting and gathering spaces for the community. The first step in being able to offer expanded services is ensuring that staffing allocation for the

core operation of our facilities is addressed (i.e. keeping the doors open and the facility clean and welcoming). Additionally, it is necessary to ensure that current services which are highly valued by the community are properly resourced to provide quality programs, in regard to both human resources and the resources required by the programs. Having this base level of financial and human resource stability allows us to move into the renovation planning process with the ability to explore costs and space demands for our current activities but also of other innovative projects and programs which are identified to meet the needs of the community.

As such the following information will guide us in ensuring that core operations and programs are sustainable and of the highest value and quality for our community. Having the proper human resource allocations will allow for a broad range of the highest quality service across Town of Fort Smith facilities, while maintaining a safe and enjoyable environment for all patrons. In this process, level of service increase needs and re-organization requirements have been identified which will help to move the Community Services department forward in meeting this goal.

**Recreation Centre Wages Annual Overspending**

The Recreation and Community Centre wages have consistently been over-spent. A review of the last three years shows the following budgeted and spent amounts:

Year	Budgeted Wages	Actual Wages	Cost of leave taken
2015	\$469,125	\$492,316.67	\$9,807.63
2016	\$518,209	\$533,804.75	\$30,500.32
2017	\$539,594	\$578,354.31	\$34,098.55

The overspending in 2015 is significantly lower because for most of the year we were still operating with a high number of casual staff hours to support core service. These employees did not accrue leave benefits so the cost of backfilling their hours was much lower. The 2016 and 2017 leave amounts are calculated using Level 12(1) as we would try to fill vacant hours with casual staff who would most likely be at step 1, however this is not always possible, and we may have filled vacant hours with part time staff who may have been at a higher step and receive benefits for those additional hours.

There are four areas which impact the level of overspending:

1. Overtime – this minimally impacts spending as we typically do not have time sensitive job tasks that need to be completed by a specific employee, this means that workloads do not need to be shifted to other employees resulting in them being at work for an extended day or extra days. However, there are times when overtime is accrued if there are insufficient human resources to backfill a last minute leave (i.e. sick or special leave),

this may result in an employee agreeing to extend their workday to ensure that an appropriate complement of staff is available for the basic operation of the building. Some special events, such as Canada Day, do result in overtime for a large number of Community Services staff.

2. Employee Leave – this accounts for the most significant portion of overspent wages. Recreation assistant positions must be backfilled to ensure basic operations of the CRC are maintained, including patron service and safety, administrative tasks, and janitorial services.
3. Additional hours due to donation and revenue generating events – additional wages are spent on special events hosted by user groups which require additional staff or extended operational hours in our facilities. This excess is coded to the recreation and community centre wages. Some of this cost is recovered in revenue charged to user groups but it is important to note that not all rental fees cover the entirety of staff costs. These costs versus revenue have not been adequately tracked but efforts are being made to ensure tracking is completed and to understand the additional pressure this places on the wages budget.
4. In kind donations – many community events are supported through in-kind donations by the Town. This results in additional demands on staff hours. We are unable to determine this cost historically, but we will be tracking in 2018.

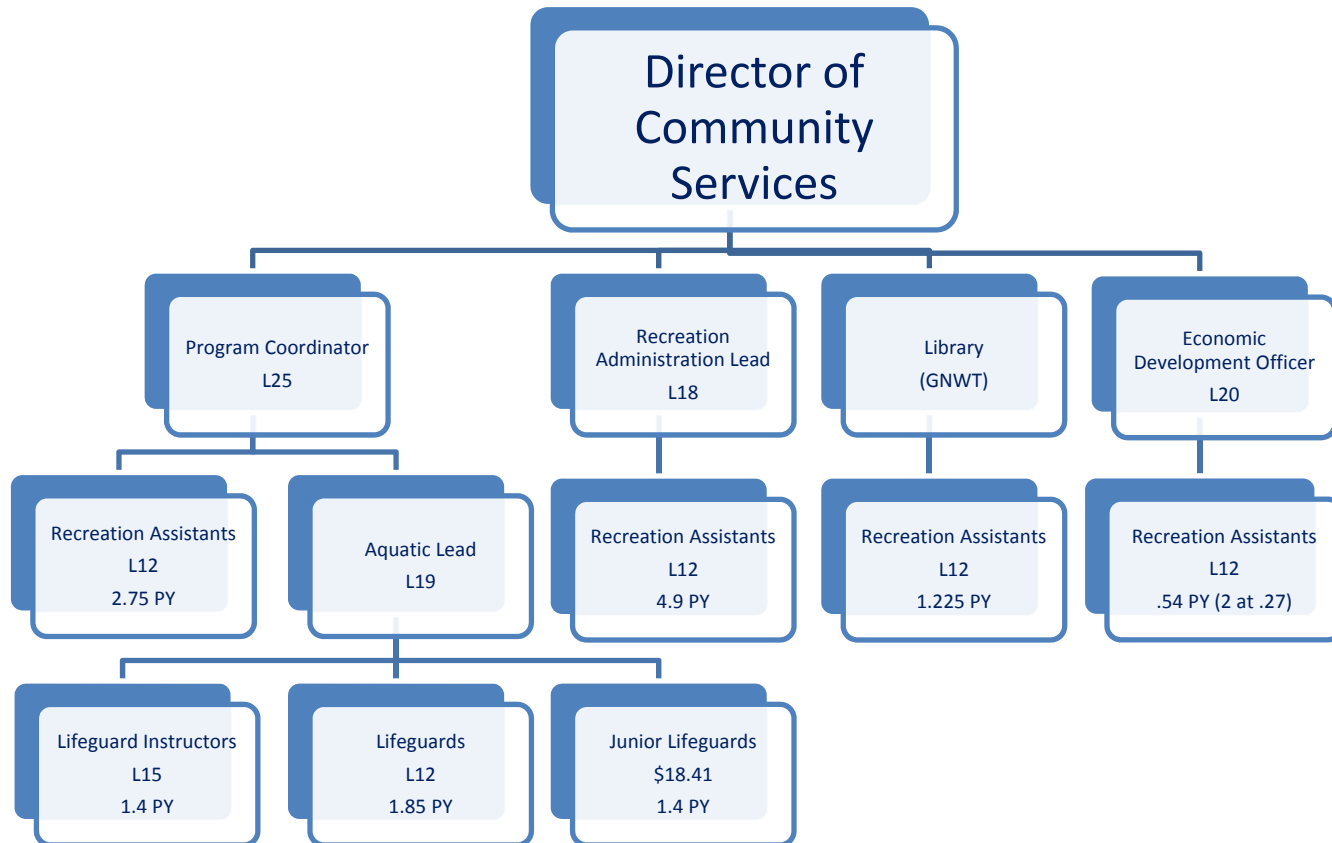
### **Proposed Community Services Re-organization and Staff Allocation**

To maximize the resiliency of the Community Services Department several changes are being suggested to the organizational structure:

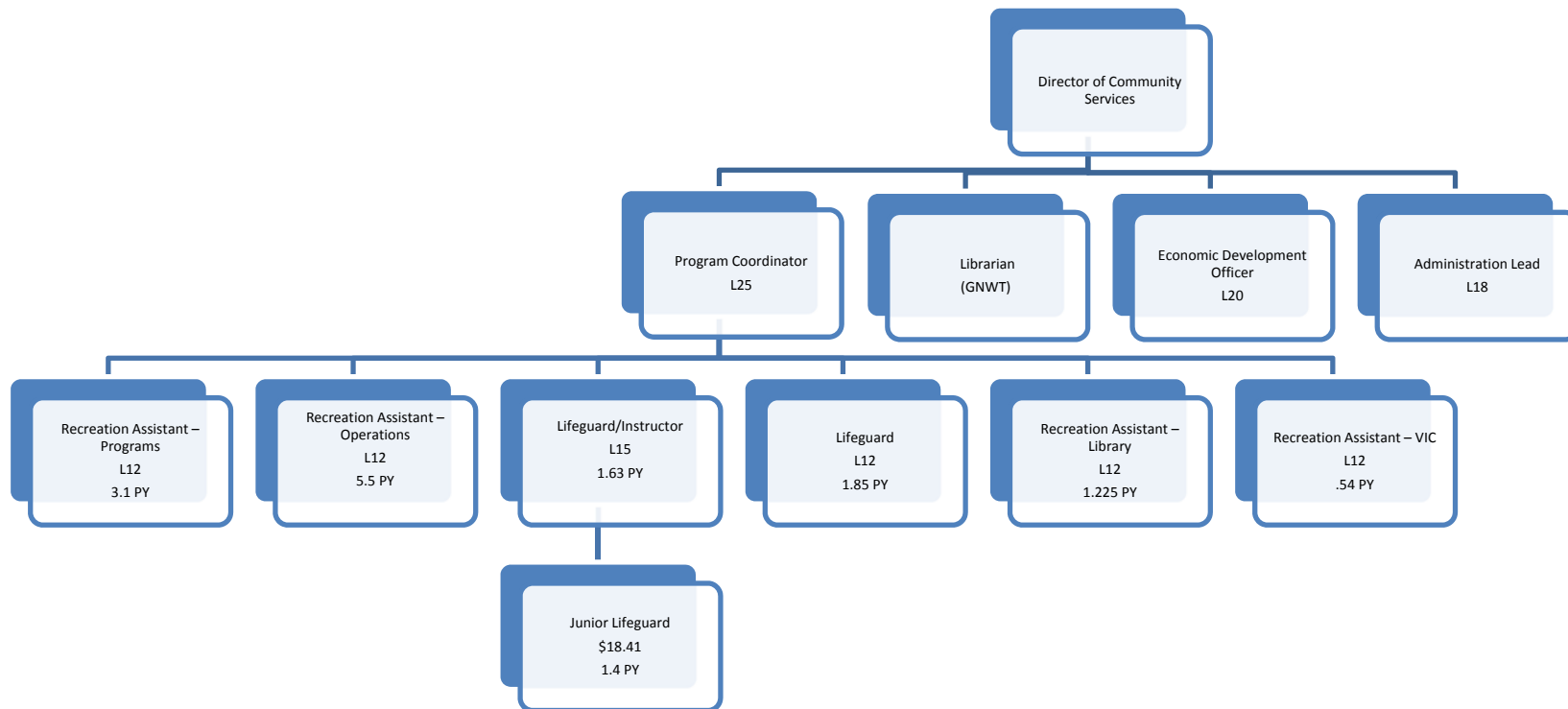
1. Remove the Aquatic Lead position – this position has again become vacant. Over the last 6 years it has been extremely difficult to recruit and retain a qualified person in this position. The rate of pay for this position is not significantly better than in communities in southern Canada and thus is not appealing to potential candidates who are unused to living in a small isolated community and who have to cover the cost of their own move and find accommodation in the community. Significant resources and time have been spent in trying to recruit and retain a qualified person for this position. Strategies to recruit locally and train someone into the position has resulted in mixed levels of success. This method of filling the position has a high cost as the Town then becomes responsible for the cost of training the individual, which requires a great deal of travel to Alberta for specialized aquatics training courses. Daily operations of the pool and supervision and training of staff will now fall under the duties of the Program Coordinator who was the direct supervisor of the Aquatic Lead.

2. Clarify supervision roles and stream line job duties – in the current organizational chart there is unnecessary overlap in the duties of the Program Coordinator and the Administration Lead.
3. Allocation of additional human resources to program implementation – identifying the actual level of PY hours required to run our core programs, including Youth Night and Story Time, has resulted in an understanding that additional PY hours need to be allocated to the Recreation Assistant – Programs PYs. This would be done through a reallocation of the wages from the Aquatic Lead position. Most of those wages would be used to create PY hours to provide support to the Program Coordinator in implementing a robust selection of community events and programs.
4. Allocation of a portion of the Aquatic Lead wages (equivalent to 0.23 PY at the Lifeguard/Instructor rate) to provide additional human resources to the pool to support regular programs, such as JBT lessons and daily housekeeping tasks, such as vacuuming the pool. Some of these activities would have been a part of the Aquatic Lead role but can be done by other qualified/trained staff.

2017 Community Services Department Organizational Chart with Current Allocation of Recreation Assistant PYs



# 2018 Proposed Community Services Department Organizational Chart and Human Resource Reallocation



Currently the total PY for Recreation Assistants designated for daily operations of the CRC and program implementation is 7.65. Through our departmental review we have identified some deficiencies in the allocation of those PYs. As noted above, these deficiencies can be addressed with reallocation of PYs using current financial resources, through the suggested reorganization.

The reallocation of Recreation Assistant PYs - Operations will translate operationally in the following manner:

Facility	Current Staff Allocation	Corrected Staff Allocation	Justification
RCC	4.2	4.8	Required to maintain core operating hours; not including costs to backfill leave
Arena	0.7	0.7	
Total	4.9	5.5	
Remaining for programs	2.75	2.15	

The allocation of Recreation Assistant PYs – Programs will translate operationally in the following manner

Program	Current Allocation	Proposed Allocation
After School Care	0.7	0.7
Summer Camp	0.3	0.4
Special Events	0.0738	0.15
Adult Programs	0.1	0.15
Senior's Programs	0	0.15
Children's Programs	0.226	0.5
Story Time	0.038	0.15
Family Programs	0	0.1
Youth Programs	0.25	0.6
Miscellaneous	0.45	0.2
Total	2.15	3.1

Through this reorganization we can develop efficiencies which allow us to allocate resources to increase our level of service to the community without additional cost. For example, we will be able to extend the hours for Youth Night Drop-in to Saturdays and be able to have two staff allocated to this busy program. We will also be able to expand arts and culture activities, such as Story Time. When we avoid additional cost to the organization we can keep programs much more accessible to the broadest range of community members, including offering zero cost programs to our most vulnerable groups, including families with pre-school aged children, children and youth, and seniors.

**Recommendation:**

Approve an increase of \$35,000 to Community and Recreation Centre wages budget to offset the cost of backfilling positions as a result of leave and that this increase become a part of the yearly budget process to ensure that sufficient wages are available to support daily operation of the facility.

Approve the recommended re-organization of the Community Services Department, including removing the Aquatic Lead position and reallocating wages to increase Recreation Assistant – Programs PY and Lifeguard/Instructor PY.

Submitted by,

Cynthia White  
Director of Community Services