



ACTION

Kenora Event Centre Committee Minutes

**Tuesday, January 8, 2013
5:00 p.m.**

Kenora Recreation Centre Meeting Room

PRESENT: Mike Dietsch, Vice Chair
Rory McMillan, Councillor
Jeff Port, Resource
Laci Dingwall
Jolene Andrews
Colleen Neil, Recreation Manager
Megan Derouard, Recreation Programmer
Heather Lajeunesse, Administrative Assistant

REGRETS: Chris Van Walleghem, Chair
Ruth Illman
Judy Bain

Mike Deitsch called the meeting to order at 5:00 p.m.

A. Declaration of Pecuniary Interest & the General Nature Thereof:

- 1) On Today's Agenda**
- 2) From a Meeting at which a Member was not in Attendance**
There were none declared.

B. Confirmation of Minutes:

Moved by R. McMillan, Seconded by L. Dingwall & Carried:-

That the Minutes of the last meeting of the Kenora Event Centre Committee meeting held December 12, 2012 be confirmed as written and filed.

C. Items:

1. Establish Project Components / Work Plan

Committee member Ruth Illman had provided the group with a list of questions and tasks via e-mail as she could not be present at the meeting. Ruth used the key elements of the Terms of Reference to determine the project components in her notes. It was decided to use the notes as a guideline for discussion.

Facility Design and Location - The Terms of Reference refers to the Event Centre as an addition to the Rec Centre. It was confirmed that the Centre will be an expansion to the existing Kenora Rec Centre building and not a stand-alone facility.

The driving force of the project is a twin ice surface and in order to save on costs such as staffing, parking, washrooms, etc. it makes more sense to expand the existing building. Kenora and Keewatin locations were both reviewed and Kenora was determined to be the best location to construct another ice surface.

Preliminary Work - At present there is a basic conceptual drawing showing the location on the property. Engineering details and specifications are yet to be determined. Colleen Neil showed the conceptual drawing to members. It was recommended to determine what the overall plan will be before getting into detailed conceptual drawings and designs for the site. It is assumed that the concept design and business plan will be in place before any fundraising can begin. A separate terms of reference (bid terms) will be required for Requests for Proposals (RFPs) for architectural designs, conceptual drawings and the business plan as these items will likely be contracted out.

Budget (2013) - It was confirmed that the City budget process has been delayed and nothing has been formally reviewed or approved at this time. There has been a request submitted of 1 million for the design of the facility which includes the detailed construction drawings. 1 million is estimated to be 10% of the 10 million dollar project. A business case should be put together for this year and there may be a funding formula based on grants available through NOHFC and FedNor. The City has been successful in the past with funding applications with a formula that includes one third paid by each the City, NOHFC and FedNor. Therefore it is anticipated that the project will require City funds of approximately 30,000-35,000 for 2013 in order to accomplish the planning stage, which includes the conceptual designs and business plan.

Reporting - It was suggested that the Committee make quarterly presentations to Council at the Committee of the Whole meetings as this is in line with what other groups currently do. Rory suggested that Committee members also attend the COW meetings to show support. Council will also receive the Committee minutes which will keep them informed.

Procurement Models - There was an inquiry as to whether or not the Committee would make recommendations regarding possible procurement models and clarified that the City already has policies in place.

Operating Models - There will be the establishment of core services as a City and will be looking to establish services that are not core. Generation of revenue is part of operations and will be part of the business model. There is already a current set up that can be modified which means there are already businesses located in the current facility and other public private partnerships will be looked at.

Marketing - It was confirmed that there is currently no marketing plan in place.

Work Components - The overall direction has been determined and there is a research strategy and database already in place. Data from the 2010 Facility Study can be used as well LOWBIC is available to assist by providing community profile statistics upon request. The Kenora Hospitality Alliance (KHA) will also be a great resource for information. There are also studies available that show measurements of health. There is current information available and formulas to use from it to determine data. The Committee will identify any gaps and do their own research if required.

Background – Community input will be required in order to determine who the current users are and the unmet demands. It was mentioned that other groups in the community may have an interest in using space. How to proceed with public consultation will be determined once the committee reaches a certain stage. It was agreed to keep the public informed and not to get too far into plans before doing so. Social media was suggested in addition to holding public meetings. It was suggested that social media or other techniques could be used to start something with a positive spin in hopes to combat the negativity that will be received. The community will voice their concerns about what they believe is the most important project for the community and it was agreed to strive for the best benefit of all. Concept design will be customized to the stakeholders as Kenora is unique and different. It was confirmed that there are many networks out there to use and specific questions can be asked on online networks, eg. success and failures

Fundraising – There was discussion of the pros and cons of fundraising. Ideas were suggested, such as approaching businesses for sponsorships. Colleen Neil cautioned the Committee as there was a similar unsuccessful fundraising campaign in the past for the Rec Centre expansion which proved costly to the City in the end when some businesses did not fulfil their commitments. The local community is overwhelmed with requests for sponsorship which is part of the reason the Lake of the Woods Community Foundation was formed. Businesses and others can donate to the Community Foundation and the money is then distributed from there. It was suggested to keep fundraising in mind as part of the funding component and if it is decided to go forward with it to set a target and separate it from the committee. There may be a piece of the project where fundraising could be effective.

Key Functions - It was decided to focus on the fundamentals of what the project should be, whether it is just a twinned ice surface or for further amenities. The key functions of the facility need to be determined and it is the core services that will drive it. It is already known that the availability of ice time in Kenora is an issue as well as storage when accommodating current events. There is also need for a convention type centre as there is not a location in the City that holds more than 300 people. There are many events that cannot be hosted in Kenora due to lack of accommodations. There was reference made to the Air Canada Centre and the multi-use ability of that facility (ice, convention centre, concert hall). In order determine the use for the facility in Kenora, feedback is required from potential users to see how it will serve them. It will also depend on the cost. One option is to let the stakeholders determine what the uses and functions will be and then build the design to suit. Jeff Port mentioned that this is a more difficult process but will result in a better product rather than going very broad from the beginning. It was also mentioned to keep in mind what the facility could potentially take away from other businesses in the community.

2. Assign Members to Champion Identified Tasks

4 Major Components Determined:

- Facility Requirements (for multi-use facility)
- Capital & Operating Costs
- Funding
- Marketing, Promotion & Public Input

Jeff Port indicated that he will take on the applications for funding as well create the terms of reference for RFPs.

Mike Dietsch will summarize and distribute additional information in order to determine who would like to lead each component.

3. New Business

None

4. Next Meeting Date

Tuesday, February 5th at 5:00 p.m.

Meeting adjourned at 6:50 p.m.
