



**COUNCIL WORKSHOP
RECREATION, CULTURE, PARKS & LIBRARY
PRICING STRATEGY WORKSHOP
March 25, 2013
9:00 a.m.
Canada Room**

Attendance

Mayor Frank Scarpitti
Deputy Mayor Jack Heath
Regional Councillor Jim Jones
Regional Councillor Gord Landon
Regional Councillor Joe Li
Councillor Valerie Burke
Councillor Howard Shore
Councillor Don Hamilton
Councillor Carolina Moretti
Councillor Colin Campbell
Councillor Alan Ho
Councillor Logan Kanapathi
Councillor Alex Chiu

Staff

Brenda Librecz, Commissioner of Community & Fire Services
Trinela Cane, Commissioner of Corporate Services
Joel Lustig, Treasurer
Mary Creighton, Director of Recreation
John Ryerson, Director of Culture
Alida Tari, Council/Committee Coordinator

Guest

Brian L. Johnston, Professional Environmental Recreation Consultants Ltd.

The Council Workshop regarding City of Markham Recreation, Culture, Parks & Library Pricing Strategy convened at 9:05 a.m. in the Canada Room with Councillor Howard Shore in the Chair. Councillor Alex Chiu assumed the Chair at 10:53 a.m.

The Council Workshop recessed at 10:38 a.m. and reconvened at 10:53 a.m.

1. INTRODUCTORY REMARKS

Brenda Librecz, Commissioner of Community & Fire Services provided some opening remarks relative to the City of Markham's Recreation, Culture, Parks & Library Pricing Strategy.

Mary Creighton, Director of Recreation introduced Brian L. Johnston, Professional Environmental Recreation Consultants Ltd. and provided some background information.

2. CITY OF MARKHAM - RECREATION, CULTURE, PARKS & LIBRARY PRICING STRATEGY

Brian L. Johnston, Professional Environmental Recreation Consultants Ltd. advised that the purpose of today's Workshop is to review the foundation on which to build the City of Markham's Pricing Strategy.

The following were topics of discussion:

- Breakdown of all recreation - municipal, private sector, individually sponsored, institutional
- Roles of Government
- Tax System
- Various approaches of sponsoring any service
- Need versus demand
- Difference between services provided by the public sector versus the private sector
- Three ways of delivering services - profit, break even and loss
- Goals and objectives

The following input was provided by Members of Council and staff:

- The staff report should include other aspects than only pricing such as:
 - i. Health care costs are reduced because the municipality builds and encourages healthier populations
 - ii. Provides positive contribution to intellectual, physical, social and emotional development
 - iii. Many opportunities available for youth to channel their energy positively
- Consider the opportunity to partner with the private sector where there is the prospect to improve/enhance the quality of a program
- Ensure the municipality is fiscally responsible while being driven by customer service (eg. examine peak and off peak times of programs)
- Ensure cultural facilities and recreation programs are provided in an inclusive and integrated manner by offering multi-use and multi-generational programs that meet the needs of the diverse population of the municipality
- Improve the marketing strategy to promote awareness of the City's recreational and cultural facilities and inform the residents of community events, programs and services offered
- Examine what the abutting municipalities offer

Staff advised that they expect having one more Workshop session in late April or early May 2013 prior to the recommendation report that is anticipated to be considered by Council prior to the summer recess.

ADJOURNMENT

The Council Workshop regarding the City of Markham Recreation, Culture, Parks & Library Pricing Strategy adjourned at 12:30 p.m.