

**Municipality of Strathroy-Caradoc**  
**Community Development Advisory Committee (CDAC)**

**Minutes**

**Tuesday, June 11, 2024**

**7:00 p.m.**

**Hybrid Meeting (Council Chamber and Virtual)**

**Strathroy-Caradoc Municipal Office**

**52 Frank Street, Strathroy, Ontario**

Present: Chair Chris Soares  
Vice-Chair Adrienne Griffin  
Councillor Donna Pammer  
Councillor Steve Pelkman  
Councillor Greg Willsie  
Member Jagger Benham  
Member Steven Derbyshire  
Member Sheri Faccenda  
Member Brad Richards

Absent with Notice: Member Wendy Marshman

Also Present: Rob Lilbourne, Director of Community Services  
Paul Lattimore, Supervisor of Recreation, Programs and  
Community Liaison  
Darren Dowding, Supervisor of Parks & Recreational Facilities  
Melonie Carson, Deputy Clerk/Records Management  
Coordinator (Recorder)

1. **Roll Call**
2. **Approval of Agenda**

**Moved by** Member Brad Richards  
**Seconded by** Councillor Greg Willsie

**THAT:** the June 11, 2024 Community Development Advisory Committee (CDAC) Meeting Agenda be approved as circulated.

**Carried**

**3. Declaration of Pecuniary Interest**

None.

**4. Approval of Minutes**

**Moved by** Vice-Chair Adrienne Griffin

**Seconded by** Councillor Steve Pelkman

**THAT:** the CDAC Meeting minutes of April 9, 2024 be approved as written.

**Carried**

**4.1 CDAC Meeting Minutes - April 9, 2024**

**5. Unfinished Business**

**5.1 Advertising Strategy**

5.1.1 Inventory – DRAFT

Rob Lilbourne, Director of Community Services, was present to speak to the Advertising Strategy - Inventory DRAFT.

5.1.2 Advertising Revenue Generation Policy – DRAFT

Rob Lilbourne, Director of Community Services, was present to speak to the Advertising Revenue Generation Policy DRAFT.

**5.2 Pickleball Court Update**

Rob Lilbourne, Director of Community Services, spoke to the pickleball courts and the presentation from the previous meeting. Director Lilbourne noted that the costs and contractor recommendations can be found in the report. Committee Members reviewed the costs and discussed options of adding pickleball court lines, nets and a windscreen to the current tennis courts; constructing new, dedicated pickleball courts; and also reducing the current tennis courts down to two and then adding 6 dedicated pickleball courts, however the committee wanted a study completed to determine the use of the current tennis courts.

**6. Reports of Committees & Departments**

**Moved by** Member Brad Richards

**Seconded by** Member Jagger Benham

**THAT:** the reports from committees and departments be received for information.

**Carried**

## **6.1 PTP**

### **6.1.1 2024 List of Projects**

Committee members generally discussed the 2024 list of projects.

## **7. New Business**

### **7.1 Market Update**

Paul Lattimore, Supervisor of Recreation, Programs and Community Liaison, was present to provide an update on the market numbers adding that there are currently a total number of vendors at 113, combined with occasional and seasonal (33 seasonal and 80 occasional). Paul added that this number will continue to grow as we get into later this month/early next month. There have been a couple markets now, started with the night market on May 18th and it went exceptionally well with attendance around 3500 and feedback was tremendously positive, especially from vendors and businesses. Paul added that there have been many requests to do more night markets, however the hesitation is that it's one of those things we have to be careful that we don't saturate with too many and it loses the luster that comes with it.

### **7.2 Program Updates**

Paul Lattimore, Supervisor of Recreation, Programs and Community Liaison, provided an update on camp registrations adding that they're at 1834 registrations (1612 last year) with 489 on the waitlist. Paul added that aquatic lessons are at around 668 with the target to get up to 800 and also at 68 for the swim team. The aquatics staff have found some areas for increased participation so we can experience some growth. Have sold 158 memberships already for the the pool (100 are all access passes, 18 public swim passes and 40 family passes). Paul noted that there were 631 registrations for spring recreation programs and have added a bunch of fitness programs that are gearing more to seniors. Summer registrations are at 269 and still growing.

### **7.3 Ribfest**

Paul Lattimore, Supervisor of Recreation, Programs and Community Liaison, provided an update on Ribfest adding that there are 7 vendors

this year, 2 of them being the rib vendors that were here last year as well as 5 food trucks. There will be a night market on the Saturday and a day market on the Sunday to add to the festival and the kids zone will be loaded with stuff. Stingray invitational swim meet that will be held this weekend and aquatic staff are doing a good job of getting sponsors and recruiting teams. Most bands have been booked, however still looking for one on the Friday night if there is anyone interested in playing. Signage will also go out this week so it will be out for Hometown Festival.

#### **7.4 Hometown Festival**

Rob Lilbourne, Director of Community Services, reminded everyone that Hometown Festival is this weekend and that the streets will be closed on Friday to allow for the car show to take place on Friday afternoon into the evening. The festival will open up Friday in Alexander Park.

#### **7.5 Meeting Times**

Rob Lilbourne, Director of Community Services, noted that there is no longer a meeting prior to this meeting, so was looking to get input on moving the start time for this meeting earlier into the evening.

**Moved by** Councillor Steve Pelkman

**Seconded by** Councillor Donna Pammer

**THAT:** the meeting start time get changed to 6:00 p.m.

**Carried**

### **8. Enquiries or Comments by Members**

Councillor Willsie has received inquiries about how profitable or unprofitable the different programs are. Putting the admissions fees that we're charging against the staff time, the facilities, portion of the insurance that goes towards that facility to run it, to see how much we actually are subsidizing the rec programs and was wondering if this is something that should come to this committee or regular council. Director Lilbourne added that this falls outside of the terms of reference for this committee, so it would be a council request.

### **9. Schedule of Meetings**

- Tuesday, September 10, 2024 @ 6:00 p.m.

### **10. Adjournment**

**Moved by** Councillor Steve Pelkman  
**Seconded by** Chair Chris Soares

**THAT:** the June 11, 2024 Community Development Advisory Committee (CDAC)  
Meeting adjourn at 8:05 p.m.

**Carried**

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Chair