

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

Tuesday, November 26, 2024

6:00 p.m.

Hybrid Meeting (Council Chamber and Virtual)
Strathroy-Caradoc Municipal Office
52 Frank Street, Strathroy, Ontario

Present: Chair Chris Soares
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)

Others Present: Kait Topham, Events & Booking Coordinator

1. Roll Call

Chair Chris Soares noted that Member Wendy Marshman was absent with notice.

2. Approval of Agenda

Moved by Councillor Greg Willsie
Seconded by Member Brad Richards

THAT: the November 26, 2024 Community Development Advisory Committee (CDAC) Meeting Agenda be approved as circulated.

Carried

3. Declaration of Pecuniary Interest

Chair Chris Soares declared a conflict of interest on item 7.1, entries # 3 and #5.
Member Sheri Faccenda declared a conflict of interest on item 7.1, entry #2.

4. Approval of Minutes

Moved by Councillor Donna Pammer

Seconded by Councillor Greg Willsie

THAT: the CDAC Meeting minutes of September 10, 2024 be approved as written.

Carried

4.1 Meeting Minutes of September 10, 2024

5. Unfinished Business

5.1 Advertising Strategy

5.1.1 Advertising Revenue Generation Policy - DRAFT

Rob Lilbourne, Director of Community Services, was present to speak to the DRAFT Advertising Revenue Generation Policy and was looking for any comments/recommendations for the policy from members.

5.2 Sponsorship Program - Reminder

Kait Topham, Events & Booking Coordinator, spoke to the Sponsorship Program.

6. Reports of Committees & Departments

Moved by Councillor Steve Pelkman

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

Rob Lilbourne, Director of Community Services, noted that this document is here for information and also noted that the Mt Brydges Dog Park was added to the list.

Members generally discussed the items on the list.

7. New Business

7.1 Community Events Program Application Review

Rob Lilbourne, Director of Community Services, was present to speak to the Community Events Program Applications and answer questions from members.

Moved by Councillor Steve Pelkman

Seconded by Member Steven Derbyshire

THAT: CDAC recommend Council accept the list as proposed minus the Fridge Door Live Theater Co., but if they wish to submit a budget to see where the money is being spent, it can be reconsidered.

Carried

7.2 Camp and Aquatic Year-End Reports

Paul Lattimore, Supervisor of Recreation, Programs and Community Liaison, was present to speak to the 2024 Aquatics and Camp Reports and answer questions from members.

7.3 Special Events Updates

Kait Topham, Events & Booking Coordinator spoke to the Special Events adding "Meet Strathroy-Caradoc" has been a new program added for October 2025.

7.4 Christmas Market

Kait Topham, Events & Booking Coordinator, spoke to the Hometown Christmas Market adding that this event is taking place this Friday, November 29th from 4:00-8:00 pm.

8. Enquiries or Comments by Members

Councillor Pelkman spoke to how busy and successful camp was this year. Also spoke about the Medal of Distinction Award and reviewing the stipulations, as he thinks the stipulations might be a little too tight and that the process needs to be reviewed. Councillor Pelkman also spoke to the reports for programming and would like to specify senior programming.

Member Brad Richards spoke to the senior games, adding that it is now all over for the season. Had about 100 members into the Ontario team and they went onto Quebec City for the Canada Games and came back with a few golds and a couple silvers. Strathroy hosted the cycling and the walking. Huron, Perth and Middlesex won the most regional area. Member Richards would love to see Strathroy get more seniors involved next year.

Rob Lilbourne, Director of Community Services, thanked members for the last 12 months and wished everyone a Happy Holidays and Merry Christmas.

9. Schedule of Meetings

- Tuesday, January 14, 2025 @ 6:00 p.m.

10. Adjournment

Moved by Member Brad Richards

Seconded by Councillor Steve Pelkman

THAT: the November 26, 2024 Community Develop Advisory Committee (CDAC) Meeting adjourn at 7:14 p.m.

Carried

Chair