

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

Minutes

Tuesday, February 11, 2025

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 Steven Derbyshire
Member Sheri Faccenda
Member Brad Richards

Absent with Notice: Member Jagger Benham
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: Colin Grantham, Mayor

1. Roll Call

Chair Soares noted that Member Marshman and Member Benham were absent.

2. Approval of Agenda

Moved by Member Brad Richards

Seconded by Councillor Steve Pelkman

THAT: the February 11, 2025 Community Development Advisory Committee (CDAC) Meeting Agenda be approved as circulated.

Carried

3. Declaration of Pecuniary Interest

None.

4. Approval of Minutes

Moved by Councillor Steve Pelkman

Seconded by Councillor Donna Pammer

THAT: the CDAC Meeting minutes of November 26, 2024 be approved as written.

Carried

4.1 Meeting Minutes of November 26, 2024

5. Unfinished Business

5.1 Advertising Strategy

5.1.1 Advertising Revenue Generation Policy

Rob Lilbourne, Director of Community Services, was present to speak to the Advertising Revenue Generation Policy and answer questions from members.

5.2 Community Events Program Application Review

5.2.1 Promotional Material

Rob Lilbourne, Director of Community Services, was present to speak to the Community Events Program Application Review - Promotional Material and answer questions from members.

6. Reports of Committees & Departments

Moved by Councillor Steve Pelkman

Seconded by Member Brad Richards

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

Carried

6.1 PTP

6.1.1 2025 List of Projects Updated

Rob Lilbourne, Director of Community Services, was present to speak to the 2025 PTP List of Projects.

7. New Business

7.1 Registration Update

Paul Lattimore, Supervisor of Recreation, Programs and Community Liaison, provided some updates on winter registration noting that there have been 703 registrations between registered programs and drop-ins.

7.1.1 Camp

Paul Lattimore, Supervisor of Recreation, Programs and Community Liaison, provided an update on camp and noted that camp registrations opened up at the beginning of January and have had 1263 registrations on the first day of being open. Currently sitting at 1687 registrations, which is about 150 away from last years registration and about 300 away from selling out every camp. Paul added that staff are currently in the process of recruitment.

7.1.2 Swimming Lessons

Paul Lattimore, Supervisor of Recreation, Programs and Community Liaison, added that aquatics opened a week after camp and on the same pace as previous year starting later. Also, working on recruitment for these positions. Paul noted that they are at 494 for lessons and already developing a waitlist and swim team is up to 61.

7.1.3 Market

Kait Topham, Events & Booking Coordinator, added that they opened market registrations the second week of January and currently sit at 62 applications, 8 of which are BIA members and 12 are full-time seasonal. Kait noted that for the 2025 season, the night market will be the start of the season. May 24th is the community day, where not for profit groups get a free booth space and this year added May 31 as youth booth day, so youth can come for free. A fourth night market has been added this year, so May 17th, August 2nd, September 20th and Hometown

Christmas Market in November. A reminder that BIA members get free booth space as part of agreement.

7.2 Schedule of Fees

Rob Lilbourne, Director of Community Services, was present to speak to the Schedule of Fees and answer questions from members.

7.2.1 Comparators

7.2.2 Capital Surcharge

7.2.3 Non-Resident Fee

7.2.4 Non-Resident Waiting Period

7.3 Medal of Distinction Program

Rob Lilbourne, Director of Community Services, was present to speak to the Medal of Distinction Program.

7.4 Promotional Material

7.4.1 Caradoc Community Centre - Weddings

Rob Lilbourne, Director of Community Services, and Kait Topham, Events & Booking Coordinator, were present to speak to the Caradoc Community Centre - Weddings.

7.4.2 Naming Rights

Rob Lilbourne, Director of Community Services, was present to speak to the Facility Naming Rights.

8. Enquiries or Comments by Members

Councillor Pelkman wanted to congratulate staff on the downtown market.

Paul Lattimore, Supervisor of Recreation, Programs and Community Liaison, commented on a comment made about the market about keeping people in the downtown on weekends instead of going out of town, noting that it is the goal is to keep people in the community.

Mayor Grantham thanked everyone on the committee for coming and giving their time. Also spoke to the costs of recreation and thinks it's important to keep it going for the community.

Member Faccenda expressed sincerest gratitude for this committee itself and for

council members that helped approve Caradoc Home & School to put event on at Caradoc Community Centre in Mt Brydges.

Director Lilbourne thanked the committee and Mayor for being here. Rob added that there is a Family Day event at the Caradoc Community Centre on Family Day which starts at 2:00pm and it is for all families in the municipality.

Chair Soares thanked committee and members of council who join every month. The Chair noted that there are two all candidates meetings with the Provincial Election coming up, one is happening for Lambton-Kent-Middlesex on February 19th @ 7:00pm at the Strathroy Portuguese Canadian Club and free to the public to attend. Also February 20th at the arena in Alvinston at 6:30pm.

9. Schedule of Meetings

- Tuesday, March 11, 2025 @ 6:00 p.m.

10. Adjournment

Moved by Member Brad Richards

Seconded by Councillor Greg Willsie

THAT: the February 11, 2025 Community Develop Advisory Committee (CDAC) Meeting adjourn at 7:03 p.m.

Carried

Chair