Date: June 11, 2019

To: Chair and Members
   Committee of the Whole – Operations and Administration

From: Sandy Jackson
   General Manager, Community Programs, Parks and Recreation

1.0 Type of Report

   Consent Item  
   Item For Consideration  [X]

2.0 Topic  
   Jaycee Park Concession & Building/Storage Space
   [Financial Impact $600.00 annually] (2019-314)

3.0 Recommendation

   A. THAT Report 2019-314 BE RECEIVED; and

   B. THAT Staff BE DIRECTED to Single Source the Jaycee Park concession
      and meeting room exclusive of the public washrooms, maintenance
      garage and storage area to a guarantor from the Branlyn Neighbourhood
      Association; and

   C. THAT staff BE DIRECTED to charge a fee of $100 per month to the
      Branlyn Neighbourhood Association for use of the facilities to operate a
      concession stand and that authority to sign the agreement BE
      DELEGATED to the General Manager Community Programs, Parks and
      Recreation; and

   D. THAT staff BE DIRECTED, in consultation with the City’s Legal and Real
      Estate Services Department, to development a licence agreement with a
      guarantor from the Branlyn Neighbourhood Association (BNA) for a
portion of the building located at Jaycee Park for concession operations and neighbourhood association business.

4.0 Purpose and Overview

To seek City Council approval for the proposed use of meeting space area, storage space, and concession booth at Jaycee Park with the Branlyn Neighbourhood Association (BNA).

5.0 Background

The Jaycee Park building is a multi-use park building that includes an upstairs storage space formerly used by the Brantford Jaycees, public washrooms, and a ground level meeting space that includes a concession area with an outside service window. The building also includes a maintenance garage utilized by the Parks and Recreation Department for equipment & supplies storage for park and area operations. The building is operated seasonally, based on the use of the ball diamonds typically from May to September.

Approximately ten years ago, the concession operation was publicly tendered and awarded to the Brantford Minor Baseball Association (BMBA) for a three (3) season term. At the time the BMBA was the only group that submitted a response to the tender. The BMBA did not renew their lease following the three year term due to volunteer resource challenges and since no other interest was expressed, the concession operation was subsequently offered directly to the BNA. This would ensure this community service was continued for the upcoming ball season. Since that time the concession has been operated by the BNA in conjunction with BMBA who service some of the tournaments they host. There has not been a formal agreement in place for this concession service or building use and therefore, this report is seeking Council direction to rectify this situation through an agreement with the BNA. The purpose of this report is to formalize the use of this space with the BNA.

6.0 Corporate Policy Context:

Goal # 2- High Quality of Life and Caring for all Citizens

Goal # 4- Excellence in Governance and Municipal Management

City of Brantford Parks and Recreation Master Plan:
Goal 6: To continue to improve the parks and recreation service delivery system through integrated and coordinated planning and partnerships

Objectives:

To enhance communication and collaboration between municipal, public, private, school and community stakeholders to ensure the development of equitable and efficient planning, policy and facility use mechanisms and protocols;

To continue the commitment to the Community Development Model and approach to program development and service delivery addressing issues of poverty and social inequality and leveraging interdepartmental opportunities to optimize the delivery of services.

7.0 Input From Other Sources

Parks and Recreation staff met with members of the BNA executive and Ward 4 Councillors in 2018 to discuss formalizing the Agreement for use of Jaycee Park, between the BNA and the City. Staff also consulted with the Legal and Real Estate, Finance, and Risk Management & Insurance Departments.

8.0 8.0 Analysis

8.1 BNA

They are active contributors to the Neighbourhood Alliance of Brantford (NAB) and contribute financial resources annually to the Send a Kid to Camp program. BNA proudly call both Branlyn Community Centre and Jaycee Park their home for important recreation programming and events. The BNA is proud of the concession service that they offer at the park and operate the service with a business model to help coach and mentor youth in preparation for their first jobs, through volunteer work. Since the concession is operated by volunteers, all proceeds are re-invested back into BNA programming and community initiatives to support recreational opportunities for this neighbourhood. This aligns with the Community Development Model approved by Council in 2008 and the new Parks and Recreation Master Plan approved by Council in 2018.

BNA has secured a City of Brantford business licence for the concession operation and have the required insurance through the Neighbourhood Association Policy – Parks and Recreation-005.
BNA have expressed an interest in continuing their use of the Jaycee Park concession and meeting space. While the BNA is in favour of formalizing their use with the City for the use of the space, they have respectfully requested to continue the relationship without being required to pay an annual fee in order to continue to maximize the support they provide to programs and services for youth in our community. This report includes a $100 per month fee for those months when the concession is in operation, to align with other recreation leases.

The use of the building space at Jaycee Park including the operation of the food concession is somewhat different than supplying storage space as this has a revenue generation component and should be consistent with the operation of other park concessions. Current City agreements recognize a fee for concession and building lease agreements.

8.2 BNA Storage

In an effort to reduce the impact of storage issues for BNA in support of the concession operation and neighbourhood association (NA) business, storage features such as cabinets and shelving will be considered as well as an allocation of space for an exterior storage shed. BNA will be responsible for the costs associated with these upgrades. Park staff will determine a suitable space adjacent to the building where for a storage shed to be installed and will pre-approve all retrofits to the building.

8.3 Licence Agreement

Since NAs are not corporations but associations, licence agreements with NAs require the signature of a guarantor. For this reason, the BNA will require a member of their executive to act as the guarantor of the licence agreement, similar to the process utilized for the food forest project and community gardens. If no guarantor comes forward, the licence will not be granted by the City.

8.4 Next Steps

Moving forward, staff will work closely with the BNA to prepare an operating standard specific to the BNA use of the Jaycee Park building which will append the Parks and Recreation - Neighbourhood Association Policy – 005. The operating standard will outline the terms and conditions of use, including housekeeping requirements for storage buildings and places to conduct business. Staff will work closely with the City’s Legal
and Real Estate Services Department to create a licence agreement for use of the Jaycee Park building by BNA through an individual guarantor. Staff will further ensure that concession operations coincide with the ball diamond schedule in order to ensure that all users of the park receive adequate concession services. Flexibility will be considered for minor baseball teams that request the ability to service tournaments, especially in situations where the BNA is unable to provide volunteers to meet tournament schedules.

The licence agreement will also include language to ensure Health Regulations regarding concession operations are followed and proper training is provided to all volunteers working in the concession. It will also outline access limitations for use of and maintenance of the building including security related requirements to ensure the building is well maintained and kept in a clean condition.

It is anticipated that future community centre development will include space for NAs to conduct their business through provision of direct recreation programming and services.

9.0 Financial Implications

The licence agreement if approved by Council will generate $600 per season or $100 per month for approximately six months per year dependent upon the duration of ball diamond use by the City. Costs associated with the operation of the building including utilities are that of the City and have not been considered in this report. Maintenance costs associated with the cleaning and upkeep of the licenced area will be the responsibility of the BNA.

10.0 Conclusion

The BNA has been providing quality recreation programming to the community for over 30 years with the support of Community Recreation Development staff and through the Community Development Model adopted by Council in 2008. Neighbourhood Association success is related to their ability to mentor & engage youth as well as their ability to generate revenue to reinvest in programming and services.

This report recommends a single source award be granted to the BNA through a guarantor from the BNA for the operation of the concession and lower building space at the Jaycee Park building, and that a licence agreement is created and a fee of $100 per month of operation be charged for use of the space. In
addition this report recommends that signing authority be delegated to the General Manager of Community Programs, Parks and Recreation for this agreement.

Lori-Dawn Cavin
Manager of Community Recreation Development

Brian Hughes
Director, Parks Services

Sandy Jackson
General Manager, Community Programs, Parks and Recreation

Attachments

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required

Agreement(s) or other documents to be signed by Mayor and/or City Clerk

Is the necessary by-law or agreement being sent concurrently to Council?