

Windsor, Ontario May 8, 2014

A meeting of the **Windsor International Aquatic and Training Centre Steering Committee** is held this day commencing at 11:00 o'clock a.m. in the Town of Walkerville Meeting Room, there being present the following members:

Councillor Drew Dilkens, Chair
Councillor Ron Jones
Councillor Hilary Payne
Councillor Ed Sleiman
Councillor Fulvio Valentinis

Also present are the following resource personnel:

Joe Baker, Project Administrator
Mary Rodgers, Corporate Marketing & Communications Officer
Don Sadler, Project Manager
Dan Seguin, Manager of Financial Accounting
Carolanne Smith, Manager, WIATC, Adventure Bay (T)
Mario Sonego, City Engineer
Karen Kadour, Committee Coordinator

1. CALL TO ORDER

The Chair calls the meeting to order at 11:00 o'clock a.m. and the Steering Committee considers the Agenda being Schedule "A" **attached** hereto, matters which are dealt with as follows:

2. ADOPTION OF THE MINUTES

Moved by Councillor Jones, seconded by Councillor Sleiman,
That the minutes of the Windsor International Aquatic & Training Centre Steering Committee of its meeting held February 21, 2014 **BE ADOPTED** as presented.
Carried

3. DECLARATIONS OF CONFLICT

None disclosed.

4. **BUSINESS ITEMS**

4.1 **Financial Summary**

D. Sadler states as of March 31, 2014, the project has incurred gross expenditures of \$74,174,228 (net of holdbacks). Grants received from OMAFRA to date amount of \$15,000,000 and internal recoveries to date amount to \$159,091 for a net project cost of \$58,832,091 prior to corporate recoveries. The best current estimate of the final surplus, including remaining contingency, is approximately \$270,000.

Moved by Councillor Sleiman, seconded by Councillor Valentinis,
That the report of the Manager, Financial Accounting dated April 23, 2014 entitled "Financial Summary Update - March 31, 2014" **BE RECEIVED**.
Carried.

In response to a question asked by Councillor Payne regarding any plans to utilize the final surplus of \$270,000, D. Sadler states consideration could be given to the purchase of a digitally enhanced sign to place on the east wall. He states the digitally enhanced sign will cost approximately \$200,000 and discussions could be held with WFCU to cost share this item.

Councillor Payne questions what marketing plans are in place to advertise the facility. M. Rodgers succinctly provides the following in response to Councillor Payne's question:

- City Council approved \$100,000 in 2013 and \$100,000 in 2014 for marketing purposes. Of the total \$200,000 budget, \$50,000 has been spent thus far. To date, the facility has enjoyed a steady flow of traffic since opening its doors due to the newness of the facility, as well as positive media relations and promotion mainly through social media sites and the Adventure Bay website.
- A marketing strategy has been developed for 2014-2016. Some of the high level tactics include:
 - o Brochure distribution throughout various hotels and rest stops in Michigan, Ohio and Southwestern Ontario.
 - o Rotation of 30-second television commercials on CTV in Windsor and London. Reach for these two stations includes over 24 communities including Blenheim, Sarnia, Forest, Stratford, Guelph extending up as far as Warton.
 - o Radio spots will start up after the television schedule has ended and the public is more familiar with the Adventure Bay brand.
 - o Billboards will be posted in Detroit on the 1-75 as well as various locations in Windsor.

- o The FlowRider has experienced some unexpected success with patrons travelling from London just to ride this ride. Also, expert surfers are renting the machine after hours which are resulting in some unexpected additional revenues.
- o The rental of a kiosk at Devonshire Mall during the Holiday Season to sell memberships will also be investigated.

4.2 Project Manager's Update

D. Sadler provides the following information as it relates to project enhancements:

- The upgraded floor work is completed and patrons are pleased with the non slip surface. The expansion of the Water Park and the patron seating on the second floor including the sectioning of the fitness area is well underway.
- The raft conveyor is order for delivery early July.
- A working committee has been recommended for the art works on the west wall and upon approval will expedite the process of placing the art form on the west wall of the WIATC.

Banners depicting the Adventure Bay logo have been placed on the east side of the building.

Moved by Councillor Sleiman, seconded by Councillor Valentinis,
That the report of the Project Manager dated April 15, 2014 entitled "Project Update Windsor International Aquatic and Training Centre" **BE RECEIVED.**
Carried.

4.3 Facility Plaque

D. Sadler reports the Facility Plaque will be placed on the east entrance to the building.

Moved by Councillor Sleiman, seconded by Councillor Valentinis,
That the report of the Project Manager dated April 15, 2014 entitled "Facility Plaque" **BE RECEIVED.**
Carried.

Clerk's Note: Minor changes are made to the Facility Plaque and the amended version is *attached* as Appendix "A".

4.4 Art Works- West Wall

D. Sadler advises that the Art Works project has been discussed with the Manager of Cultural Affairs, the Executive Director of Parks and Facilities, Barb Macedonski, representing the neighbourhood who will collectively form a working group to develop the art theme for approval by the Steering Committee and to co-ordinate the installation of the art piece.

Moved by Councillor Valentinis, seconded by Councillor Jones,
That the report of the Project Manager dated April 15, 2014 entitled "Art Works - West Wall" **BE RECEIVED**.
Carried.

S. WINDSOR INTERNATIONAL AQUATIC & TRAINING CENTRE EXECUTIVE COMMITTEE MINUTES

Moved by Councillor Sleiman, seconded by Councillor Valentinis,
That the minutes of the Windsor International Aquatic & Training Centre Executive Committee of its meetings held February 10, 2014, February 18, 2014, March 3, 2014, March 10, 2014, March 31, 2014 and April 9, 2014 **BE RECEIVED**.
Carried.

6. **ADJOURNMENT**

There being no further business, the meeting is adjourned at 11:34 o'clock a.m.

CHAIR

COMMITTEE COORDINATOR

AGENDA
of the
WINDSOR INTERNATIONAL AQUATIC & TRAINING CENTRE STEERING
COMMITTEE
Thursday, May 8, 2014
11:00 o'clock a.m.
Town of Walkerville Meeting Room
3rd floor, City Hall

1. CALL TO ORDER

2. ADOPTION _ OF THE MINUTES

Adoption of the minutes of the meeting held on February 21, 2014 - *(previously distributed).*

3. DECLARATIONS OF CONFLICT

4. BUSINESS ITEMS

4.1 Financial Summary Update

The report of the Manager, Financial Accounting dated April 23, 2014 entitled "Financial Summary Update- March 31, 2014" is *attached.*

4.2 Project Manager's Update

The report of the Project Manager dated April 15, 2014 entitled "Project Update Windsor International Aquatic and Training Centre" is *attache<_hed.*

4.3 Facility Plaque

The report of the Project Manager dated April 15, 2014 entitled "Facility Plaque" is *attached.*

4.4 Art Works - West Wall

The report of the Project Manager dated April 15, 2014 entitled "Art Works - West Wall" is *attached.*

5. WINDSOR INTERNATIONAL AQUATIC & TRAINING CENTRE EXECUTIVE COMMITTEE

Minutes of the Windsor International Aquatic & Training Centre Executive Committee - *attached for information*

February 10, 2014, February 18, 2014, March 3, 2014, March 10, 2014, March 31, 2014, and April 9, 2014.

6. OTHER BUSINESS

7. ADJOURNMENT



INTERNATIONAL AQUATIC AND TRAINING CENTRE

This facility was made possible by the vision of the Mayor and City Councillors
with funding from the City of Windsor and the Province of Ontario.

Cet établissement a été rendu possible grâce à la vision du maire et des conseillers municipaux, et à l'aide
financière de la Ville de Windsor et de la province de l'Ontario.

**MAYOR AND CITY COUNCIL
LE MAIRE ET LE CONSEIL MUNICIPAL**

Eddie Francis*
Mayor/Maire

Councillors/Conseillers

Drew Dilkens**
Jo-Anne Gignac
Alan Halberstadt
Percy Hatfield
Ron Jones*
Bill Marra
Al Maghnieh
Hilary Payne*
Ed Sleiman*
Fulvio Valentinis*

*Steering Committee/Comite organisateur

**Chair Steering Committee/President, Comite organisateur

**DESIGN AND CONSTRUCTION
CONCEPTION ET CONSTRUCTION**

General Contractor/Entrepreneur general:
EllisDon Corporation & DeAngelis Construction Inc. Joint Venture

Architect/ Architecte:
Hughes Condon Marler Architects

**PROJECT MANAGEMENT
GESTION DE PROJET**

Chief Administrative Officer/Directrice generale - Helga Reidel
Project Sponsor/Parrain de projet - Onorio Colucci
Project Manager/Chef de projet - Don Sadler

Executive Committee/Comite de direction:

Shelby Askin Hager
Valerie Critchley
John Miceli
Mike Palanacki
Mario Sonego
Harry Turnbull
Jan Wilson

Dedicated May 9, 2014
Inaugure le 9 mai, 2014