



Council Direction (2019 November budget adjustments)

A. That with respect to Report PFC2019-1330, the following be approved, as amended:

That Council file the Recommendations contained in Report PFC2019-1330 and direct Administration to:

1. Maintain funding for up to 2 years (\$400,000/site, per year) for the Beltline Aquatic and Fitness Centre and Inglewood Aquatic Centre from 2019 Corporate Program Savings to maintain service at both sites starting Jan 1, 2020.
2. Implement a combination of the A1, A2, A3, and B1 concepts contained in PFC2019-1330 in order to:
 - Redesign program mix/allocation to focus types of programming to capitalize on each location's strengths;
 - Increase marketing and promotions in order to increase user base by increasing awareness among non-users, using market segmentation to reach out to under-represented populations.
 - Modestly increased prices compared to other City direct-delivery facilities, remaining competitive with other recreation facilities in the area.
 - Reduce hours to better align with times that are more financially viable, operating two facilities in tandem so one will always be open.
3. Update phase one and complete phase two of the Facility Development and Enhancement Study to include emerging communities and provide recommendations based on city-wide recreation infrastructure needs.
4. Prepare a Request for Proposal for a shift to a partner operated model for either or both pools.
5. Identify long-term, sustainable service alternatives and targeted investments to maximize community and social benefits in the area of the two flatwater pools.
6. To engage affected community stakeholders in the above work and report back to Council through the Standing Policy Committee on Community and Protective Service with an update on the progress of the work no later than Q4 2020.
7. To develop appropriate targets for long term operating and capital support for each of these facilities reporting back to Council through Standing Policy Committee on Community and Protective Service no later than Q1 2020.

B. That Council refer the proposed amendment as contained in the, 'Add a new user fee category to the fees outlined in Attachment 9C' Amended Recreation User Fees document, contained in Attachment 9C of Report C2019-1052, to Administration to provide a report to the Priorities and Finance Committee 2020 January 21 Regular Meeting. [*refers to further increases to user fees for Beltline and Inglewood beyond the increases Council approved during budget adjustments for all pools*]