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**To:** Parks Recreation Arts and Culture Committee

**Author:** Maggie Durocher, Manager of Programs and Special Events.

**RE:** Monthly Updates/Information

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## **Canada Day**

Kingsville Canada Day 2020 fulfilled all of the requirements as set out and listed in the Celebrate Canada Grant. The following programs and events were completed:

1. 16 virtual Canada Day presentations were upload to P&R Facebook and Kingsville.ca
2. Mayor Greeting and O Canada as performed by Music Moves kids was uploaded to Kingsville.ca and P&R Facebook
3. Links to the entertainment were shared on Twitter
4. An advertising campaign with AM 800 was purchased to promote events, and live on air interviews and experts on call were engaged with
5. Nine Hundred and Fifty Canada Day cupcakes were purchased and distributed through 19 Kingsville businesses representing a 300 cupcake increase over the number handed out last year
6. Arts, Crafts, Activities and recipes pertinent to Canada Day were listed on the website.
7. The June 16-July 13 Facebook engagements increased by 192%, and further our posts reached 20,357 people with 9240 engaging
8. The town of Kingsville also connected and promoted the Windsor Parade Corporation/TWEPI County wide contests for Rock painting and Porch Parades
9. We were able to offer residents access to two different Fireworks shows, through the Federal Governments Canada Day Site and the SNAPD Windsor site in conjunction with TWEPI, City of Windsor and Tim Hortons
10. Facebook, Twitter and Instagram pages were branded with the federal government official Canada Day signage to increase national connectivity and association.

11. Parks and Rec wishes to thank Tara Hewitt for her assistance with uploading videos to the Town Website and sharing in posts through the Town of Kingsville FB page.

## **Perfect Mind**

Two of three staff continue to work on Perfect mind as we are in the final implementation phase. We will need to finalize our third staff persons training before moving forward

## **Staffing**

Our third team member remains at the Marina and owing to a short fall in Municipal Services, staff cannot be returned to her duties at the arena. Until such time we cannot complete our full complement of perfect mind training, and our virtual parks and recreation activities are on hold as she was spear heading that initiative.

## **Marina Refunds**

Marina Boat Slip customers had a two-week delay in their ability to access their boat wells. In response to this, all customers were given a one-month rebate, which will be mailed to them shortly. We have had three boat slip customers that have had their payments refunded in total, one as they are U.S citizens and cannot access their wells, and two others due to hydro issues at the Marina. I have frequented the boat ramp numerous occasions and found it to be quite busy. Our staff member working weekends has reiterated this. We staff the ramp Friday-Sunday however, upon arrival on Monday I found 12 trailers present and 4 additional cars. Of the 12 trailers, only one had a sticker, which means the other 11 launched their boats free of charge. As the boat ramp is one of the few Parks and Recreation amenities functioning perhaps it may be an idea to staff this on a more frequent basis to ensure that we are maximizing our return on investment for both ramp fees and gas sales.

## **Open Streets-TWEPI**

The inaugural weekend of open streets took place last weekend and was very successful. My department's involvement was mainly in an advisory capacity. A report from Director Plancke and myself will be included at the next council meeting.

Recommendations from my office will mainly be around communication protocols for volunteers, and the requirement for a "command" type radio protocol to be put in place and training provided for.

In addition, I have been working with TWEPI and SWOTC to design a program to promote open streets through their website and social media. The following elements

along with a logo have been developed and will be implemented in the next couple of weeks:

Ontario's Southwest has come onboard to collaborate with us on the following elements – and we want to make sure you are game with the marketing concept.

1. Photographer – coming next weekend to do some high resolution shots to share
2. Blogger – coming next weekend to write a blog, which will be shared on our channels and SWOTCs
3. Marketing campaign – launching either next week or the following week with Blackburn radio, including:
  - a. 10 radio spots per week (or more – I'll push for bonus) running for 8 weeks after start date
    - i. Spots will run Thursday (join us this weekend) and Friday (join us now through Sunday)
  - b. Website listing for each weeks event
  - c. Live jock talk

## **Range Light Fence**

My department received a request from John and Michele Law. They have some short picket type fence that they no longer have use for and would like to donate it to the Town for use around the range light with the caveat that a plaque identifying their donation be mounted on the fence.

## **Drive in Movie**

The Drive in Movie was held on June 27 as part of our Canada Day week activities. The movie could have been *Gone with the Wind* or *the Wizard of Oz* based on the treacherous weather experienced several hours before the movie. Despite the weather, the movie was held as scheduled beginning at 9:45 pm. The following marketing was engaged in, in conjunction with the movie:

1. 60 10 second weather spots promoting the movie and the sponsor the week of the movie on AM 800-prime time slots
2. Facebook, Twitter campaigns were held with regard to choice of movie and promotion. The reach for the Facebook campaign was 14, 310 with 1846 engagements.
3. Sponsorship in the amount of \$400 was received for the movie, which was identified through advertising and on screen with an ad screen chosen by the sponsor

The turnout for the movie was marginal. Part of the reason may be related to the weather, the time of the movie-which cannot be helped at this time of year, and construction on Jasperson. Based on the Facebook interactions a much better turnout

was expected especially since there had been few activities available for families in the last four months. The plan is to host one outdoor movie in August-How to Train your Dragon-at the Arena. If the turnout does not pick up that will most likely be our last attempt at outdoor movies. Currently the cost of the movies depending on license fee is as follows:

License-\$350-450

Movie Set up, showing, outdoor screen-\$1500

HST-\$2090-\$2203.50

## **Pickleball**

The Pickleball players have not been utilizing the tennis courts. H. Dean noted that the singles play that is being implemented according to Tennis Canada and Pickleball Ontario is not desirable. Those guidelines are being enforced at the arena. Many of the players are currently playing in Harrow where there are no regulations currently being enforced.

I have reached out to Kingsville District High school with assistance from Migration Hall to collect the pickleball nets that are there, and have been there since the closure of the building. These are needed for play in Cottam as I have not been authorized to purchase more nets for play in Cottam.

## **Programing and Rentals**

The two staff currently working have remained quite busy throughout COVID. At the onset of COVID, we had one front desk staff member working 3 days a week and myself working. We now have two staff each working 3 days per week, where the double up on Friday. We have continued to provide outreach to user groups to determine their plans for their seasons, work with customers who have rental agreements, or who are looking to enter into an agreement, work with all committees and the associated tasks, process all invoices, answer and return phone calls which have been numerous, complete work on Canada Day and Movie night, and work through the final implementation of our new booking software Perfect Mind. The majority of phone calls received have been related to the following:

1. Beach and facility openings
2. Marina Related
3. Canada Day events
4. Bookings, Cancellations, and showings of the facilities.
5. Blood Donor Clinic
6. Call forward from Town Hall
7. General Questions, Concerns from the public

## **Migration Fest**

The Migration Fest is currently working towards an entirely new level of programing for 2020 to maintain social distancing and work within the Covid Restrictions. It was decided at the last meeting that the parade would not take place, and further that they are looking at an open streets type event. In keeping with this, a Porch Parade type of event will replace the parade and encourage community members to get involved through themed activities. As this event has been assigned to me, I will be looking for additional partners to ensure that the event is well publicized and has reputable prizing. I will be reaching out to AM 800 who is already our media partner and TWEPI for assistance.

Beer fest was a new event scheduled to be held in conjunction with Migration Fest in 2020. At the last meeting, I was directed to send out a media release announcing that Beer fest would not take place this year but will happen in 2021. Beer fest is a joint venture between Migration Fest and 86'd catering which had gone through the SERT process for this year. We did receive some positive media with respect to the event, and some concerns expressed on Facebook about not following the example of other festivals that ended badly.