



Report to: General Committee

Date Report Authored: November 24, 2009

SUBJECT: Integrated Leisure Master Plan Project Update
PREPARED BY: Sara Tam, Manager of Business Planning & Innovation, ext. 7533

RECOMMENDATION:

- 1) **THAT** the report entitled “Integrated Leisure Master Plan Project Update” be received;
- 2) **AND THAT** the presentation provided by staff and the project consultant, Monteith Brown Planning Consultants, regarding the Integrated Leisure Master Plan be received;
- 3) **AND THAT** Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is two-fold: 1) To provide General Committee with the latest status update, including the remaining steps needed to complete the Integrated Leisure Master Plan project; and 2) To obtain feedback on the draft Mission and Goals as outlined in the accompanying presentation.

BACKGROUND:

In 2008, the Integrated Leisure Master Plan (ILMP) project received Council approval to proceed. The master plan is one of the key deliverables of the Parks, Recreation, Culture & Library Master / Public Safety priority identified in the Building Markham’s Future Together (BMFT) initiative. Monteith Brown Planning Consultants were retained as the lead project consultant to work with a multi-disciplinary staff team to execute this project.

The master plan will provide a comprehensive 10-year strategy to address parks, recreation, culture and library needs within the direction of Building Markham’s Future Together. Once approved, the master plan is intended to guide the Town’s decision-making and resource allocation strategies. The master plan will be updated on a regular basis to reflect the dynamic nature of residents’ needs and requirements and the adjustments to Town programming and service delivery to meet those changing community needs.

OPTIONS/ DISCUSSION:

The five phases of the project are: 1) Data Collection; 2) Information Analyses on Supply and Needs; 3) Formulation of Draft Recommendations; 4) Public Consultation on Draft Recommendations; and 5) Approval of Master Plan and Recommendations.

Substantive effort has been undertaken by the project team to ensure the data collection, consultation, and analyses are fulsome and relevant. Public consultation activities included a statistically significant household survey, user group surveys, search conferences, BMFT public sessions, and broad community input and interviews. Internal consultation activities included Council interviews, Council briefings (Oct./08, May/09), Library Board briefing, staff interviews, and staff workshops.

The project is nearing the completion of Phase 2 and in preparation for Phase 3, the project team has developed an integrated Mission Statement and a series of comprehensive Master Plan goals to guide the formulation of the draft Master Plan recommendations. These goals are aligned to the draft sustainability goals being contemplated in the Community Sustainability Plan project. The accompanying presentation will seek feedback from General Committee on the draft Mission Statement and the nine Master Plan goals. The project team believes that when the goals are working in an integrated fashion the plan's mission statement will be achieved, along with the promotion of sustainable and active living, provision of lifelong learning and personal growth opportunities, and support of physical and mental wellness.

The plan is to complete the remaining phases in the first quarter of 2010 so that Council will be in a position to approve the final master plan by next April at the latest.

FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)

Not applicable

HUMAN RESOURCES CONSIDERATIONS

Not applicable

ALIGNMENT WITH STRATEGIC PRIORITIES:

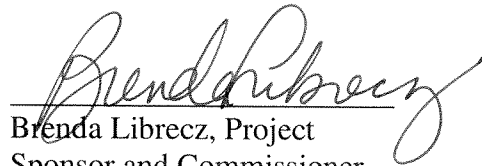
This project is a key deliverable of the Parks, Recreation, Culture & Library Master / Public Safety priority. Additionally, representatives from the various BMFT priorities sit on the project team including the Environment, Diversity, Growth Management, and BMFT administration.

BUSINESS UNITS CONSULTED AND AFFECTED:

A multi-disciplinary team has been involved throughout this project and has reviewed the presentation referenced in this report.

RECOMMENDED**BY:**

Catherine Biss, Project Manager
and CEO, Markham Public
Library



Brenda Librecz, Project
Sponsor and Commissioner,
Community & Fire Services

ATTACHMENTS:

1. Presentation – Integrated Leisure Master Plan Council Update