



**The Corporation of the Municipality of Wawa  
Staff Monthly Report**

**Office of Community Services and Tourism**

<b>Prepared For: Corporate Planning Committee</b>	<b>Report No.: AP 2018-09</b>
<b>Agenda Date: September 11, 2018</b>	<b>File No.: 9.32</b>

**Preamble**

This report details the activities of the Department of Community Services and Tourism in the Summer of 2018. This includes the months of June, July and August.

**General**

The summer months are very busy for the Department of Community services and Tourism with the significant expansion of our services to the parklands, tourism resources and special events. This summer in particular was very busy with the improvements to the Waterfront, a very successful Wawa Drag Races, as well as the beautiful weather creating a wonderful season for residents and tourists alike.

**Capital Projects**

**Wawa Waterfront Project**

The Waterfront project developed throughout the summer season with significant delays pushing back the majority of the construction work until August. Some of the delays related to an MOECC (now MOECP) storm water permit being significantly delayed, likely due to the change in provincial government.

Other significant delays occurred at Lion's Beach, where the stairway originally scheduled to be first on the project ran into significant engineering challenges related to the brick construction. The brick, Allan Block, was originally installed incorrectly, using sand instead of an aggregate fill that would ensure proper drainage. As the original plan called for using the existing block to rebuild, and an unknown quantity of this block was damaged, it called for a thorough review of the issue. While staff, the Engineer, and Contractor have determined a solution for the stairs, the entirety of the wall was constructed in similar fashion and will need to be reviewed at a later date.

**Respectfully Submitted By:**

**Prepared By:**

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The remainder of the waterfront project progressed in a timely fashion after receipt of the required permits. Shore stabilization was completed first, while swales at Rose's Beach and Ganley St are partially completed, ensuring that all in-water works were completed in full prior to the September 1 limit as imposed by the MNRF in-water permit. The project completed these tasks successfully and in time, ensuring that the rest of the project can continue and all milestones will be met before the end of 2019 to start the next year on schedule and on budget.

Overall, the community feedback has been very positive, with only a couple negative comments.

**CST Plow Truck**

Staff have completed the RFP and the vehicle is expected to be delivered before the end of 2018. This project remains under budget.

**Olympia Ice Resurfacers**

Staff confirmed installation and training for the new machine will be completed before September 17<sup>th</sup> and the MMCC will begin its operating season with that battery unit.

**MMCC Storage Garage**

Staff have completed a second re-specification however no reasonable results have been found. In re-planning, staff will attempt to find a suitable solution with a pre-fabricated approach and are preparing another round of advertising. If this round is unsuccessful, staff will have to revisit the project in 2019.

**Scenic High Falls**

Staff have completed most of the tasks at the falls this spring. Some fall tasks remain including scheduling further work for early spring to beat the tourist season. This project will continue in 2019 as planned.

**Tourism Highway Billboards**

The tourism department has been working with local photographers in creating a "demographically aware" signage capital project for Wawa's highway signage. Wawa has numerous signs in other regions including Ottawa, Parry Sound and Chapleau. Staff have been considering a demographic approach to this project and are designing billboards to appeal to specific subsets represented in those areas. Sign installers have been contacted and art is near completion. Staff will continue to keep council updated on the project and estimate it will be complete in late October.

## MMCC

### **MMCC Summer Event and Facility Bookings**

As the MMCC switches to summer hours, the facility continues to be used frequently by the community. In May, the facility hosted 10 full day special events that were above and beyond our standard facility bookings for recreation programming, committee meetings, and other regular usage. This trend poses a special challenge for staff as we work to balance our duties in the community, such as parks and tourism assets, with the operation of the MMCC. It also creates difficulties as the facility is often in demand when staff are not scheduled. Many activities require a staff member to shift off their day duties to cover the evening, which disrupts the normal day activities. Other times the facility is opened for a specific user group, and left unattended for staff to then return and lock up. Staff will continue to monitor the situation as it evolves, and expect the installation of a fob access system will improve this situation somewhat.

### **MMCC Summer Repairs and Improvements**

This summer, staff prioritized the fitness area which received some repairs and upgrades. In repairs, staff scheduled the removal and repainting of the showers as a critical maintained task to ensure that further damage to the underlying materials was limited. This will ensure that the facility is protected and able to be used as intended. The paint in these areas was decaying quickly and needed to be replaced with a much more appropriate product. Additionally, a long awaited and much requested 24 hour access system has been installed and staff are currently working out some of the policies and procedures to finish integrating the system in time for the opening on Sept. 17<sup>th</sup>.

## Arena and Curling

### **Ice Plant Summer Maintenance**

This summer, keeping to the normal preventative maintenance schedule implemented on a 4 year rotation, a minor or top end overhaul was completed on the ice plant. This involves removing the heads of each compressor and cleaning, replacing wear parts, checking tolerances of each cylinder to ensure that they remain in good working order. Additionally, the condenser was resealed, a piece of equipment that has given staff issues for the past 10+ years. Before repairs, in the winter months the roof would be subjected to a significant ice load, sometimes reaching 4-6 feet of solid ice which staff were required to chop periodically to avoid a serious failure. After this repair, there was not a drop of water leaking from the unit, and a good cleaning and sealing has extended the life of this unit. After some motor issues requiring a replacement, the plant is ready for another busy ice season at the MMCC.

## Parks and Trails

### Play Structures

Upon inspections this summer staff notes several significant issues with many of the structures throughout the Municipality. These issues were discussed at the Joint Health and Safety Committee and a recommendation is forthcoming and will be discussed in a separate report to Council.

### Lion's Beach House Improvement Results

In the spring, staff worked diligently to improve the interior of Lion's beach house. The results of this were very welcoming. With improvements that were very simple – new paint, improving the look and feel of the beach house, to new plumbing fixtures, we showed that the facility was cared for. And as a result, the beach house had no significant vandalism this year. This is a significant improvement, where last year there was too many issues for staff to keep up with, and the facility was closed on multiple occasions. This shows the benefit of community investment and a realization of the vision that if we show care and respect of our assets that respect is shared by the community we serve.

### Marina

Staff continue to work with the Marina operator on an agreement for 2018. The summer months were very busy at the facility, and preliminary numbers suggest that slip use is up compared to previous year, as expected by staff post-improvements. CST staff also worked closely with IS staff to refurbish and refloat Dock 4 – completed successfully before the busy Salmon Derby weekend. We would like to specifically recognize the IS crew who worked very hard in some of the hottest days of the summer to deliver a great project. It is a testament to what we can accomplish when working together to improve our community.

## Community Events and Recreation

### Youth Summer Programming

The Michipicoten Memorial Community Centre yearly hires a student through the Summer Experience Program to run our recreational summer programs.

This summer, the student not only successfully ran the soccer and baseball programs, but created and implemented a day camp. The day camp provided community members, at a minimal cost, with daily physical activities, field trips and learning opportunities. Fifteen young people enjoyed the day camp and many high school students were given the opportunity to get their volunteer hours.

The soccer and baseball programs continue to grow year by year. In 2017, these programs hosted approximately 120 participants. The 2018 season saw 150 participants every week that the programs were provided. Both of the programs rely heavily on volunteers for coaching and assisting and staff will continue to meet training and legal requirements. This program was augmented by an additional summer camp that worked with multiple community partners to deliver diverse programming. One successful portion of this was a day at the Golf Course, and this will be explored further as the Department seeks to partner with the Golf Club to develop youth programming.

### **Summertime Special Events**

Every year staff works with the Wawa Music Festival and the Wawa Volunteer Firefighters to celebrate Canada's Birthday. This year not only did the fireworks draw a large crowd to our waterfront, but many local businesses were positively impacted because of the music festival. The local legion, bars and the recreation centre were all filled with locals and tourists throughout the weekend. Staff will continue to be in conversation with all parties for this event throughout the planning year to assure that Wawa remains a destination for the July 1st weekend.

The Northern Nationals Drag Races brought record numbers of participants and spectators in the 2018 season. It has always been the goal of the Northern Nationals to have 200 drivers in this event. This year, it had 201 registered drivers. This not only brings economic impact, but draws more local spectators. This year was also the first year that this event had an open junior class. This allowed local and visiting youth drivers to participate in the event, which in turn brought more families to the track.

## **Tourism**

### **Tourism – Social Media Marketing Update**

The tourism department is continually adjusting to the cultural shift in marketing. With social media at the forefront, Wawa Tourism is growing exponentially with its reach. For example, a photo that was used on Wawa Tourism's Instagram page had received 112 likes and tagged with OntarioTravel. Ontario Travel shared that same photo and has received over 4000 likes. As a result, Ontario For You shared that same photo and is now creating more likes. The cost for this type of marketing was very little staff time. Please see screen shots below. As a result, the Wawa tourism Instagram page has seen an influx of followers.



wawatourism • Following  
Wawa, Ontario

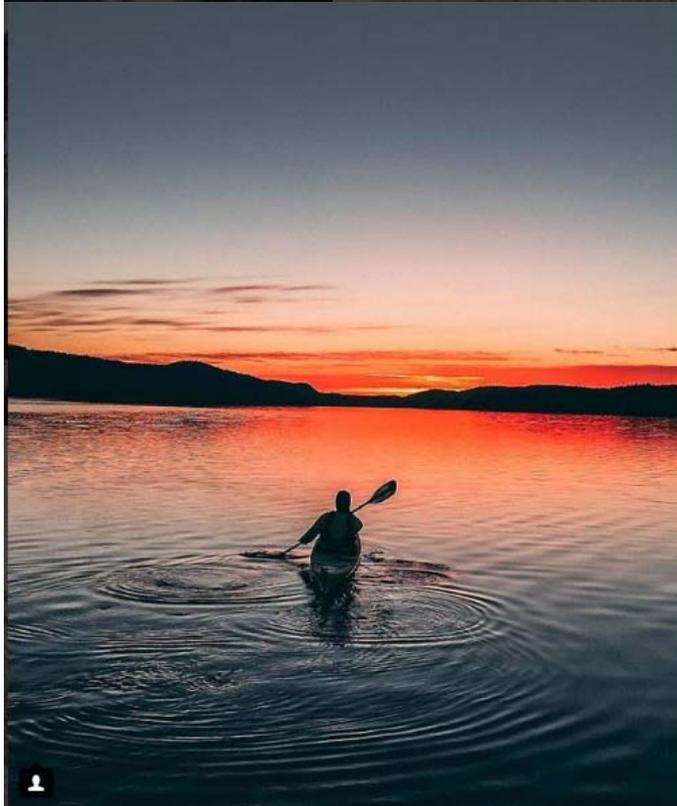
wawatourism Kayaking off into the sunset!✳️  
Hope everyone has a great Friday. May the  
4th be with you! @brian\_f\_lachine  
#wawaontario #DiscoverON #explorecanada  
#DiscoverOntario #tourcanada  
#algomacountry #kayaking #kayak  
#exploreontario #yestoON  
@lakesuperiorcircuitour @superiorcountry  
@algomacountry  
martinaxe #happyplace  
yyzsandy So beautiful!



112 likes

MAY 4

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**Auxiliary Services****National/Greyhound**

National continues to be busy, and staff often report a month that is completely full, with customers on a waiting list for vehicles. Greyhound continues to show stable freight services, with a decline in passengers yet again attributed to the more competition in Ontario Northland. Greyhound services will cease at the MMCC on October 31 with a report forthcoming regarding staff capacity and requirements during these changes.

**Other Projects**

**Nothing to Report.**

**Funding and Grants****NOHFC Community Capacity Program – Wawa Drag Races**

Staff have moved past stage 2 and are on top the evaluation phase after several rounds of additional information requests from the Wawa Drag Races. This grant aims to provide the Races with the infrastructure required to be more self-contained at the airport site. It will provide additional fencing and staging to allow the event to hold the concert outdoors, at the venue. It also looks to expand attractions at the site by building a burn-out box for another form of racing competition and event. The funding percentage puts this project into capital budget territory, with 90% funding of the \$50,000 required as the goal of the project.

**Ontario Sport and Recreation**

Recreation staff applied for and was rewarded a Sports and Recreation grant. The purpose of the grant was to encourage youth and seniors programming. To date, staff and fitness instructors have been trained in a Nordic Walking program which will allow seniors and those who have had previous walking issues to use trekking poles to assist in walking. The grant also allowed for the purchase of trekking poles that will be available for the public to borrow through the pro-shop. The grant will also be training our fitness instructors in ball room dancing. The purpose of the program is to connect seniors and youth through dance.

## Conclusion

The summer of 2018 was a very busy and productive one for the Department. Staff are developing and tweaking systems for the regular, scheduled, and preventative maintenance activities that will modernize and streamline the department's operations. Staff continue to work on improving facilities by focusing on issues first and ensuring that the community both looks good and operates well. Staff had many successes this summer as the development of summer programming was met with good numbers and great feedback. There were also some challenges as staff work to correct past issues as well as develop projects. Overall, staff now look to the fall shift and prepare for the winter season after much summer excitement.



## Attachments

**No Attachments.**  
**End of Report.**