



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

**Office of Community Services and Tourism**

<b>Prepared For: Corporate Planning</b>	<b>Report No.: AP 2023-01</b>
<b>Agenda Date: January 24, 2023</b>	<b>File No.: C11</b>

**Preamble**

This report details the activities of the Department of Community Services and Tourism for the months of November and December 2022.

**General**

November marks the point in the year where the full focus of the Department is operating the MMCC. The curling ice, and all regular programming, are all up and running at the start of the month, while all our outdoor facilities shutdowns are complete for the year. Staff also worked on planning for 2023, including the Capital budget, funding applications, and began the operating budget process.

**Capital Projects**

**MMCC Upgrades 2022**

In November and December, staff worked on a rotating schedule to complete the flooring installation in the South hallway, shutting down one room at a time and working with our flooring contractor to ensure that the project was completed before the end of 2022 and within budget. This required some dedicated staff time during the operation of the building that took us away from our traditional maintenance tasks, which we will be recovering from into January.

The MMCC Curling pump, ordered in March, was finally delivered in December before the Christmas holiday. To avoid interruptions, the installation of this pump will occur this summer alongside regularly scheduled plant maintenance.

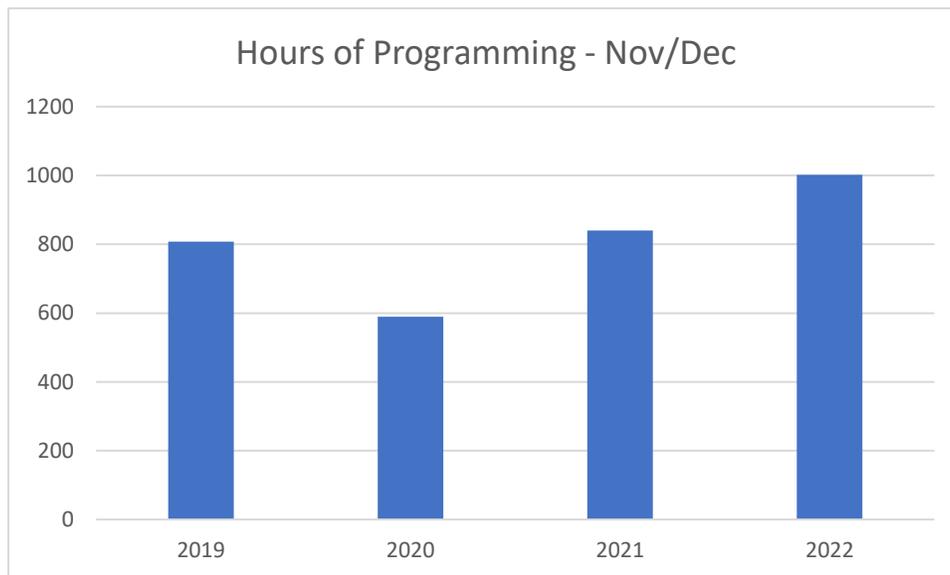
Staff also completed the management portion of the 2023 Capital budget, and worked alongside finance staff to provide Council with the 2023 recommended budget for the department.

<b>Respectfully Submitted By:</b> 	<b>Prepared By:</b> <b>Alex Patterson, Director,</b> <b>Community Services and Tourism</b>
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**MMCC**

**MMCC Fall Usage – COVID Recovery**

The effect of the pandemic was significant and affected our Department’s usage and revenue more than any other area of Municipal business. With the lifting of restrictions for this fall season, staff went back through our historical data to compare usage in November – December with previous years. Based on this information, staff are happy to report that not only has the usage recovered, we are exceeding pre-pandemic levels, as illustrated by the chart below:



2019	2020	2021	2022
808	589	839.65	1001.75

For a sample schedule from the month of November, please refer to **Appendix A**.

**Facility Holiday Closure**

As has been the case since the beginning of the pandemic, staff closed the MMCC during the holidays to match the closure of Town Hall from Christmas to New Year’s. This is due to the volume of cancellations around this time. This year, all programming was cancelled during this week, and staff also experienced a 60% cancellation rate of programming for the week before. We held a one-day ice rental during the break to satisfy the needs of some private rentals, and plan to do so in the following years based on demand and subject to staff/CAO review. This closure saves the Municipality approximately \$8,000 to \$10,000 of utilities costs and additional savings are realized in staff time through scheduled vacations.

**MMCC Hosted Special Events**

In November and December, alongside regular programming, the MMCC hosted several special events:

- Curling League start
- U11 and U13 WMHA games on November 5-6
- Birthday Parties – 3
- U11 WMHA games on November: 12-13
- APH Clinics
- By-Hands Festival
- Women’s Hockey Tournament
- MNDM Seminar
- Provost Christmas Party
- 3-Day Bundle Up! Market
- U11 WMHA Games on December 3-4
- Festival of Lights
- Santa Claus Parade
- Hot Chocolate with Mayor and Council
- Mr. Casavant Funeral
- GLP – Meeting
- U13 WMHA Games on December 9
- Hamper Fund – December 11-17
- Senior Drive Interviews
- Drive Test
- Private Rentals December 27
- Minds in Motion Weekly

These events are a mix of community events put on by the Municipality and partners, as well as booked events that generated additional revenue for the facility.

**Arena and Curling****Curling Ice Adjustments**

At the start of the curling ice season, it is normal for staff to receive feedback from curlers regarding the state of the ice and what adjustments it may need. We have worked over the past several years to develop relationships with the club members who provide us with constructive feedback and help us make a variety of adjustments to the surface. The ice takes approximately 20-person hours to adjust in the first weeks of the season, when the most adjustments are made, before dropping off to around 10 hours/week of maintenance when the ice is where we are getting the most positive feedback.

## Parks and Trails

### Winter Trail Maps

The Department does not maintain any Municipal winter parklands or trails; however, we do host several sets of maps for residents and visitors to explore many of the wonderful opportunities around our community. The Pro-Shop also work with the local ski club to assist them in selling memberships and provides trail maps to interested members.

## Community Events and Recreation

### Recreation Coordinator's Report:

Staff continued to run the Fitness program, with 5 daytime classes and 5 evening classes offered. Daytime classes are well attended, and evenings classes vary. Staff are working on revising the schedule and secure funding for the Winter Session of Classes.

Staff hosted Goose Nest Market Committee meetings monthly, with the Bundle Up! Market being held the first weekend of December. Staff struggled with last minute vendor cancelations and are working on ways to discourage this. New lights were installed and clean-up was completed around the nests for the market. Community attendance was down this year, but can somewhat be attributed to the many other events being held the same weekend this year including mini-markets, Community Christmas, bake sakes, etc. The Committee is working on the 2023 Goose Nest Market Schedule, taking into consideration the 2022 Market Season. Calendar for 2023 is attached.

Planning has started for the 2023 Winter Carnival, with staff looking to host a larger Carnival then the last few years (due to COVID)

The 2022 Santa Claus Parade was one of the most successful parades held in Wawa for many years. Approximately 25 Floats for various Community Organizations participated. Mayor and Council hosted a Hot Chocolate after the parade at the Community Centre, which was well attended and hot chocolate supplied by Tim Hortons.

The Festival of Lights was again a successful event in the Community. Approximately 30 houses registered, with the voting happening over a 3-week period.

Social Nights at the MMCC continued, with Pick-Up Curling starting in November.

Senior Solution Council Meetings were attended by staff. This is found to be an avenue to get information to a different demographic that does not use social media regularly.

Public Skate has continued on Friday and Sunday nights, with great attendance this year. One evening saw 91 skaters on ice, with guardians and parents in the stands.

## Tourism

### Tourism 5 Year Plan

Staff have been working with Bannikin on the 5-year tourism plan. They have presented the Municipality with a landscape assessment for review as well as began drafting the actions for the final action plan for the Department. Bannikin have requested feedback from both the EDTAC and Council for the action plan, through surveys (council) as well as document reviews (EDTAC). We look forward to reviewing the draft actions with Council to ensure that they match the Municipality’s vision for tourism development over the next 5 years.

### Tourism Marketing

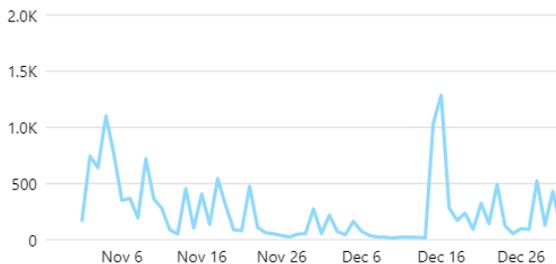
Our tourism marketing intern has shifted from social media tests to starting the updates to the 2023 Wawa Visitor Guide. This guide will be a departure from our traditional map and into a format where we can provide more diverse information to travellers in a physical format. This project is expected to be provided to the community for feedback in March before going to print in April to be ready for the tourist season.

During this time, we saw a downturn on our social media as staff time was redirected elsewhere. This is an excellent illustration of the time required to ensure a consistent following and engagement on these platforms.

#### Reach

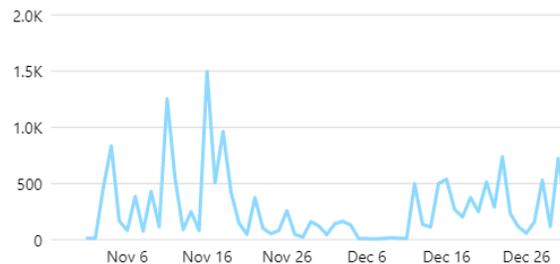
Facebook Page reach ⓘ

6,022 ↓ 68.9%



Instagram reach ⓘ

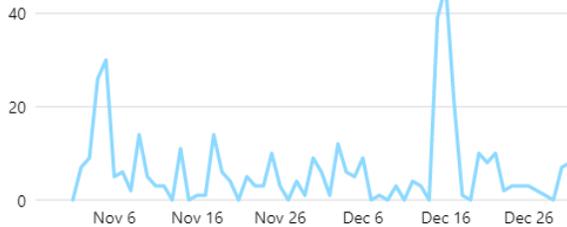
7,631 ↓ 45.1%



**Page and profile visits**

Facebook Page visits ⓘ

399 ↓ 47.7%



Instagram profile visits ⓘ

378 ↓ 24.9%



We have resumed some marketing efforts through social media in January, which is resulting in the corresponding increase of these metrics.

**Other Projects**

**Nothing to Report.**

**Funding and Grants**

**MMCC Funding Application – NOHFC**

Staff completed Stage 2 applications for both Phase 1 (HVAC) and Phase 2 (interior) portions of the MMCC Modernization Project. These applications have been reviewed by our NOHFC funding officer who provided positive feedback on their contents. We will be working with the NOHFC over the coming months to provide them with any additional information as required to ensure that the grant is successful. If we receive notice before the end of March the project may be able to be completed in the summer of 2023, however if the funding is announced later than that it is likely required to change timelines and complete the project in the summer of 2024, as this project will require a facility shutdown for the HVAC components and this would not be feasible during the winter months.

**Next Two Months Outlook**

In January and February, staff focus on operating the MMCC and preparing for the busy event month of March.

- Operations
  - Prepare summer ice plant/hvac maintenance schedule
  - Logistical support to winter carnival
  - Prepare canteen for operation
  - Complete housekeeping tasks in storage / aux rooms
- Recreation
  - Acquire funding and schedule free seniors programming
  - Organize and host Winter Carnival
  - Prepare spring programming
  - Organize goose nest events and calendar for 2023
- Tourism
  - Continue marketing work plan: complete procedures and update policy
  - Finalize 5-year action plan with Bannikin and EDTAC
  - Complete draft of new Visitor Guide and receive community feedback
- Administration
  - Complete 2023 Budget Process
  - Complete 2023 Work Plan
  - NOHFC funding applications for Phase 1 and 2 – provide additional information upon request.

**End of Report.**

**Appendix A – Sample Schedule November 2022**

**Appendix B – Recreation Marketing November - December 2022**



# 2022 Festival of Lights



Decorate your house



Register for the contest online (link below) by Wednesday, November 30 at Noon



Turn your Christmas lights on every night from 6 - 9 pm



Maps will be available December 2 (pick yours up at the Goose Nest Market!)



Find the voting link on Wawa Recreation! Vote between December 2-18



**Decorate your home as festive as you can!**

**Prizes for the top 3 houses**

# Public Ice Schedule



## FAMILY SKATE

No skate patrol, children must be accompanied on the ice

**Monday, Tuesday, Thursday, Friday**  
**10-10:50 am**

## PUBLIC SKATE

Skate Patroller on ice, children must be accompanied in the building

**FRIDAYS - 6:00-7:00 pm**  
**SUNDAYS - 7-7:50 pm**



## Adult Pick-Up Hockey

Ages 16+

**Monday and Fridays**  
**12-12:50 pm**

# Goose Nest Markets

## 2023



January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4				1	2	3	4							1
8	9	10	11	12	13	14	5	6	7	8	9	10	11	5	6	7	8	9	10	11	2	3	4	5	6	7	8
15	16	17	18	19	20	21	12	13	14	15	16	17	18	12	13	14	15	16	17	18	9	10	11	12	13	14	15
22	23	24	25	26	27	28	19	20	21	22	23	24	25	19	20	21	22	23	24	25	16	17	18	19	20	21	22
29	30	31	26	27	28	26	27	28	29	30	31	23	24	25	26	27	28	29	30								

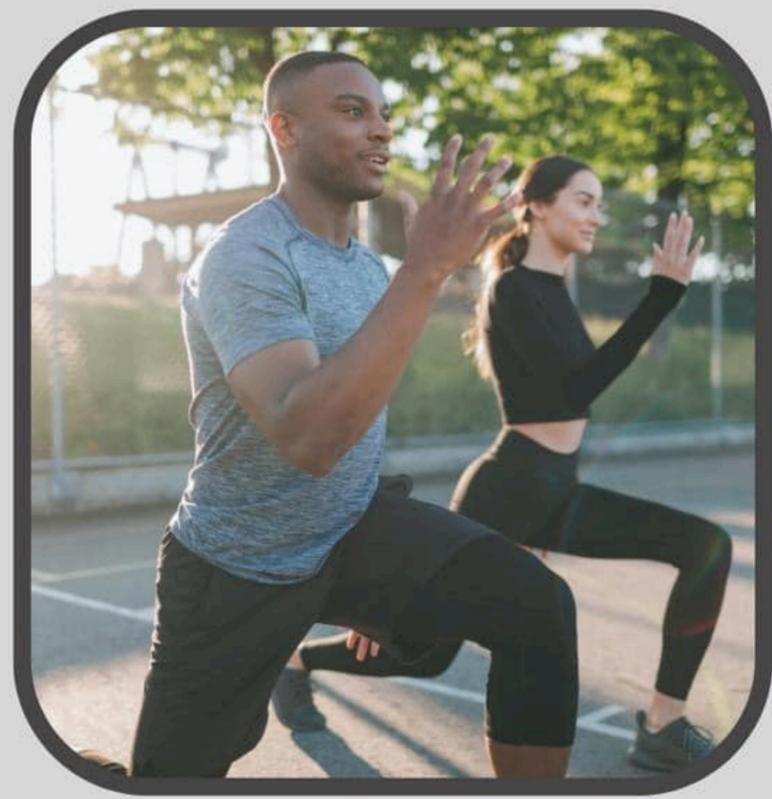
  

May							June							July							August							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
	1	2	3	4	5	6					1	2	3							1				1	2	3	4	5
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12	
14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19	
21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26	
28	29	30	31	25	26	27	28	29	30	23	24	25	26	27	28	29	27	28	29	30	31							

September							October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2	1	2	3	4	5	6	7				1	2	3	4						1	2
3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9
10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16
17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23
24	25	26	27	28	29	30	29	30	31	26	27	28	29	30	24	25	26	27	28	29	30	31					

- Mother's Day Market
- Garage Sale Market
- Youth Entrepreneurs Market
- Indigenous Day Market
- Canada Day Market
- Saturday's 10-12 pm Summer Markets
- Fall Fair Market
- Bundle Up! Markets



# MINDFUL EATING & MOVEMENT CLASS

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Join this **FREE** 7-week program, a combination of 1 hour of education session and one 45 minutes of light movement.

Justine Glover, RD, & Jamie Kirk, OT will talk you through an introduction to mindful eating.

Mirinda Patterson, Movement Specialist will walk you through introduction to light movement to reconnect with your body.



Starting: Tuesday,  
September 27st, 2022

From 5:45pm -7:45pm at  
the MMCC

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Contact the MMCC Proshop at 856-2244 ext 240  
or [Mcoe@wawa.cc](mailto:Mcoe@wawa.cc) to register.

# FRIDAY SOCIAL NIGHTS

At the MMCC every Friday night!



**Come out Fridays to the MMCC!**

**Catch a hockey or curling game from the Banquet Hall**

**Have a drink & enjoy the evening!**

## Evening Schedule:

### HOCKEY

7:00pm - 8:00pm - Women's Hockey

8:00pm - 9:00pm - Mercantile

9:00pm - 10:00pm - Mercantile

### CURLING

8:00pm - 10:00pm - Drop In

Cost: \$4.00 / Person

# BAR OPEN

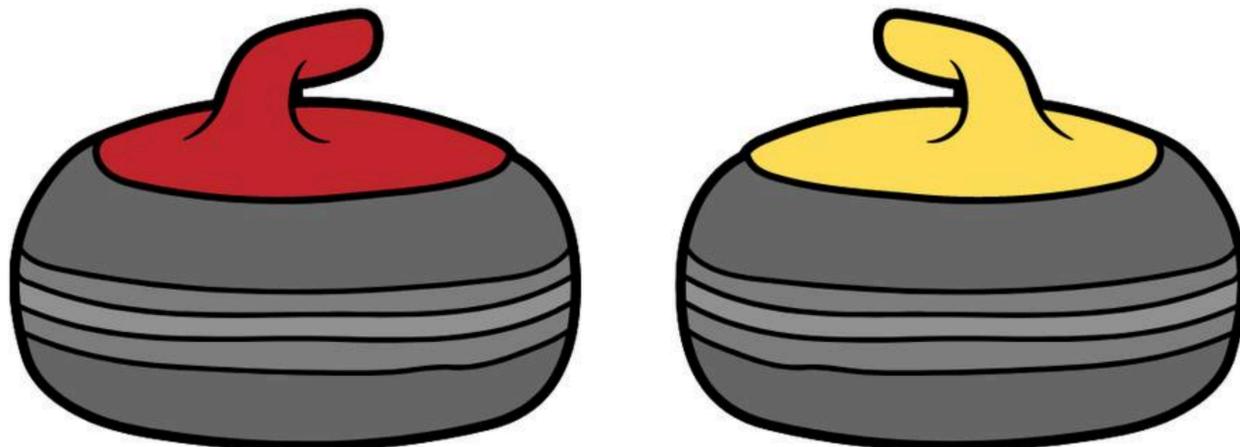
8:00pm - 11:00pm

# ADULT PICK-UP CURLING

**EVERY TUESDAY & THURSDAY  
1:00PM - 3:00PM**

**COST: \$4.00**

**Please bring clean shoes  
and a broom**



Contact the Pro Shop for  
more information:  
705-856-2244 Ext 240

### **Bundle Up! Goose Nest Markets**

Friday Dec 2nd: 6:00pm - 8:00pm

Saturday Dec 3rd: 1:00pm - 3:00pm & 6:00pm - 8:00pm

Sunday Dec 4th: 1:00pm - 3:00pm



**2**

### **Festival of Lights**

December 2nd - 18th

Participants should turn their lights on everynight from 6:00pm - 9:00pm

Voting to take place in the Wawa Recreation Facebook group



### **Fill the Sleigh Day - TOY DRIVE**

Saturday December 3rd from 11:00am - 2:00pm

@ The Red Apple

Support the toy drive and the Red Apple will donate 10% of all Dec 3rd sales to the Wawa Christmas Hamper Fund



### **Wawa Minor Hockey Games**

Saturday Dec 3rd: U11: 4:00pm & 6:30pm

Sunday Dec 4th: U11: 10:00am

**3**

### **Wawa Goose Senior Centre Fundraiser**

Saturday Dec 3rd 11:00am - 3:00pm

@ Wawa Senior Centre

Support the Wawa Goose Senior Centre's Christmas Fundraiser

### **Pop-Up Fundraiser @ Wawa Adult Learning Centre**

Saturday Dec 3rd 10:00am - 3:00pm

Featuring Jenka Clothing Co, Superior Creations, For Goodness Sake & Ann Celine's Sweet Treats

All Proceeds donated to the Wawa Food Bank



### **St. Paul's Anglican Church Bake Sale**

Saturday Dec 3rd 1:00pm - 3:00pm

60 2nd Avenue in the Church Basement



**4**

### **Annual Hamper Holiday FOOD DRIVE**

Sunday December 4th from 10:00am - 1:00pm

Wawa Volunteer Fire Dept. & St. Augustine French Immersion will be collecting non-perishables and monetary donations.

### **Wawa Minor Hockey Games**

Saturday December 10th:

U18: 2:00pm & 8:00pm

U13: 12:30pm & 4:00pm

Sunday December 11th: U18: 10:00am



# 10

### **Royal Canadian Legion:**

### **Joan's Annual Cookie Walk**



Saturday December 10th @ The Royal Canadian Legion from 11:00am - 1:00pm

\$7.50 / dozen of cookies

Bring your own containers or we will bag them for you!

### **Hawk Junction Christmas Bazaar & Bake Sale**



Saturday December 10th from 10:00am - 3:00pm

Hawk Junction Community Hall

# 11

### **Superior Children's Centre Annual Community Christmas**

Sunday December 11th from 1:00pm - 4:00pm

Located at the Legion Hall Upstairs

# 15

### **Christmas Hamper Fund**

Thursday December 15th

@ MMCC Banquet Hall

Bring your non-perishables and donations for the Wawa Christmas Hamper Fund!



# 16

### **Santa Claus Parade**

Friday December 16th

5:30pm Meet @ Government Rd in front of LDHC

6:00pm Start Time



# 23

### **Hawk Junction Annual Christmas Lighting**



Judging date is Friday December 23rd

Prizes given to 1st, 2nd, & 3rd best design

# 26

### **4th Annual Ice Candle Celebration**

Monday December 26th

\$8.00 - You pick-up and light or \$10.00 - Lit and placed by volunteers

Deadline to order Ice Candles is Monday December 12

Contact Sue Lord for more information: 705 856 2244

Ext. 221 or Bill Chiasson: 705 852 0059



# Wawa

# MMCC Age Friendly Fall Fitness Session



\*\*please contact us if you are interested in  
online classes

**Starting Monday  
September 26**

## **YOGA, ACTIVE FIT & PILATES**

Monday, Tuesday, Wednesday  
and Thursday  
4 classes/week

**9:30-10:30 am**

## **FUNCTIONAL FIT (FREE CLASS)**

Tuesday & Thursday  
2 classes/week

**2-3 pm**



# Memberships available at the Proshop

## FUNCTIONAL TOTAL FIT

TUESDAY'S &  
THURSDAYS  
**FREE CLASS**  
2-3 pm

For former participants of the Stand Up! Falls Prevention, Diabetes Soup to Tomatoes, MMCC Chair Based Classes and Senior's Goose Club Tai Chi are encouraged to participate in this comparable class.

If you have concerns about losing balance, strength or flexibility this is a great place for you. Seated and standing options will be available.

*Low Intensity*

## YOGA

MONDAYS  
9:30-10:30 am

Yoga is an ancient practice that involves physical poses, concentration, and deep breathing. Regular yoga practice can promote endurance, strength, calmness, flexibility, and well-being.

*Medium Intensity*

## ACTIVE FIT

TUESDAYS  
9:30-10:30 am

This is a muscle, metabolism and mood booster for active seniors or morning participants. If you already participate in physical activity on a regular basis but would like additional coaching on strength, cardio and flexibility exercises this is a great place for you. Former participants of AM Total Fit, Urban Poling or MMCC Evening Classes are encouraged to attend this comparable class

*Medium Intensity*

## PILATES

WEDNESDAYS  
9:30-10:30 am

Pilates is a method of exercise that consists of low-impact flexibility and muscular strength and endurance movements. Pilates emphasizes proper postural alignment, core strength and muscle balance.

*Medium Intensity*

## ACTIVE FIT

THURSDAYS  
9:30-10:30 am

This is a muscle, metabolism and mood booster for active seniors or morning participants. If you already participate in physical activity on a regular basis but would like additional coaching on strength, cardio and flexibility exercises this is a great place for you. Former participants of AM Total Fit, Urban Poling or MMCC Evening Classes are encouraged to attend this comparable class

*Medium Intensity*

FOLLOW US AT  WAWA RECREATION OR  wawarecreation



## FOR MORE INFORMATION

### 705-856-2244 ext 240

# FALL FITNESS EVENING CLASSES!

OCT 2 - DEC 9

Mon

7:30-8:30 pm

ADULT  
JAZZ

Tue

5:45-7:45 pm

Mindful  
Eating &  
Movement

Wed

5:45-6:45 pm

Eldoa/  
Pilates

**ONLINE  
Available!**

6-6:45 pm

HITT

7-8 pm

Yoga

(This class  
starts on Oct  
12)

Memberships  
available  
at the Proshop

FOLLOW US AT  WAWA RECREATION OR  wawarecreation



**FOR MORE INFORMATION  
705-856-2244 ext 240**

**Wawa**

# FALL FITNESS EVENING CLASSES!

OCT 2 - DEC 9

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HITT

7-8 pm

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(This class  
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Memberships  
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**FOR MORE INFORMATION  
705-856-2244 ext 240**

**Wawa**



# Bundle Up! Market December 2, 3, & 4

## Market 1

**Friday Dec. 2:  
6:00pm - 8:00pm**

## Markets 2 & 3

**Saturday Dec. 3:  
1:00pm - 3:00pm &  
6:00pm - 8:00pm**

## Market 4

**Sunday Dec. 4:  
1:00pm - 3:00pm**

 705-856-2244 Ext 240



 @GoosenestMarket  
 Goose Nest Market



# Vendors List

## **Friday Dec. 2: 6:00pm - 8:00pm**

Pearl & Moss Botanicals Inc.  
Jeannie's Creations  
Red Canoe Studio  
Maria Reid  
Genevieve Thompson Ceramics  
Shoreline Treasures  
Chadwic Home  
Wawa Tourism

## **Saturday Dec. 3: 1:00pm - 3:00pm**

Nicole's Little Craft Shop  
Blue Canoe Creations  
All Washed Up - Superior's Treasures  
Sugar & Spice  
A Touch of Whimsical by Helene  
Friends of Lake Superior Park  
For Goodness Sake  
Wawa Tourism  
Acres of Dreams

## **Saturday Dec. 3: 6:00pm - 8:00pm**

Dragonfly creations  
The Untraditional Baker  
April Joy's  
Green Cabin Pottery  
CARMA  
HavanART  
Bravery Bowtique  
Acres of Dreams

## **Sunday Dec. 4: 1:00pm - 3:00pm**

Magpie and Mudpuddles  
Judy Moore  
Sweet Sisters  
The Northknits Co.  
Lady Dunn Health Centre Foundation  
Adelie & Brielle Designs  
Golden Hour  
Acres of Dreams



705-856-2244 Ext 240

**Wawa** 



@GoosenestMarket



Goose Nest Market

# MMCC EVENTS

## November 4-6

### FRIDAY

9:30 am - Yoga  
10 am - Family Skate  
12 pm - Adult Pick Up Hockey  
6-7 pm - Public Skate  
8-10 pm - Mercantile Games  
8-11 pm - Bar and viewing area open

★ GAME DAY! ★

### SATURDAY

12:30 pm U11 Travellers vs Cochrane  
2:00 pm U13 Travellers vs Cochrane  
3-7:30 pm Bar open  
4:00 pm U11 Travellers vs Cochrane  
5:30 pm U13 Travellers vs Cochrane



★ GAME DAY! ★

### SUNDAY

10:00 am U11 Travellers vs Cochrane  
7-8 pm Public Skate

Have  
a great  
weekend!



# Santa Claus Parade

Friday December 16

6:00pm start

Line up along Broadway Ave and Mission Rd anywhere from the Goose Nest Market to the MMCC. **Free hot chocolate** with Mayor and Council after @ MMCC!

Sponsored By:

*Tim Hortons*

**Wawa**

