



CITY OF
ST. CATHARINES

Corporate Report

Report from Recreation and Community Services, Administration Services

Date of Report: September 5, 2013 **Date of Meeting:** September 23, 2013

Report Number: RCS-288-2013 **File:** 68.32.152; 68.45.109

Subject: Meridian Centre and Performing Arts Centre Documentary Project

Recommendation

That Council authorize the City of St. Catharines to enter into a Memorandum of Understanding with Brock University to proceed with the work of a documentary project on the progression of the Performing Arts Centre and the Meridian Centre projects; and

That Council direct the City Solicitor to prepare the necessary agreements and by-laws.
FORTHWITH

Summary

The City of St. Catharines has approached Brock University to assist with the facilitation of a documentary project that captures the development of the Meridian Centre and Performing Arts Centre, from conception through to completion. Brock can support this project through a group internship program called “This is My Niagara” which fosters the development of 4th year students. This report presents Terms of Reference that have been incorporated into a Memorandum of Understanding and requests Council’s endorsement for the City to commence the project.

Background

Two of the largest infrastructure projects that the City of St. Catharines has embarked on are currently underway – The Meridian Centre and the Academic and Cultural Arts Centre (ACAC), which encompasses the Performing Arts Centre (City project) and the Marilyn I. Walker School of Fine and Performing Arts (Brock project). These three facilities will be located adjacent to one another in the downtown core. This documentary is designed to focus on the two City projects as referenced further in this document.

The Meridian Centre and the Performing Arts Centre have been procured in different ways. The Meridian Centre has used, for the first time at the City, a design-build process; and the Performing Arts Centre has used a more traditional design-bid-build process. Both projects have comprehensive staff and elected official teams, supported by consultants.

The City of St. Catharines has approached Brock University to support the documentation of the Meridian Centre and the Performing Arts Centre processes from inception to completion to use as a teaching tool for a number of identified stakeholders.

Report

Brock has agreed to support this documentary project through an initiative that their Film, Communication and Popular Culture Department oversees called “This is My Niagara” (TIMN). It is a team internship program that markets the benefits of living and working in Niagara to youth. It is anticipated that the marketing of both City facilities to the audience of TIMN will be a natural by-product realized from the use of this medium.

General terms of reference for the project were developed following a number of meetings with Brock and a subsequent meeting with the City’s Corporate Communications and Economic Development staff. In addition, comments from the City Solicitor, City Clerk, and project representatives for both Meridian Centre and Performing Arts Centre were incorporated.

Staff have prepared a Memorandum of Understanding that includes the details of the terms of reference and request that Council authorize the City to enter into this MOU with Brock in order to proceed with this project.

The terms of reference are presented below.

Purpose

To capture the processes of the Performing Arts Centre and the Meridian Centre projects from inception to opening, through creative mediums that are delivered in an engaging format. The final deliverable will be used to identify best practices and easily facilitate future teachings for the identified stakeholders.

Stakeholders

1. City staff and elected officials embarking on future infrastructure projects.
2. Other municipalities embarking on infrastructure projects.
3. Students and education professionals in the following disciplines:
communications, popular culture and film; recreation and leisure; sports management; arts/cultural management; project management; and related studies.
4. Public at large, for the purpose of public engagement.

Areas of Interest

It will be valuable to organize and present factual information that has been released to the public in Council reports, media releases and through the City website. The background, personal insights and context to the processes will make this documentary the most effective learning tool. This will include challenges, successes and learning for all areas explored.

A sample of areas of interest to capture, include, but are not limited to:

- Project initiation
- Political approval process
- Budgets
- Timelines
- Milestones
- Project team development and management
- Stakeholder engagement
- Procurement process for both consultants and proponents
- Public engagement
- Project management
- Site selection and planning
- Approvals and related agencies
- Design
- Construction
- Environmental

Roles and responsibilities

The City:

- to provide input and guidance as to the overall direction of the project;
- to review and provide feedback on work plans and creative submissions;
- to ensure that requests for the coordination of the appropriate City representatives' availability for interviews; access into related and appropriate meetings and events; responses to requests for information; and requests for related guidance are all met in a timely manner and coordinated accordingly;
- to provide access to Senior Staff project team members for interviews; and, to provide access to project meetings or related events as appropriate;
- to ensure that this project provides the students with 6-10 hours of work per week;
- to reimburse Brock for minor related pre-approved expenses, such as out of town travel, if required; and
- to approve all content prior to release.

Brock:

- to manage the project
- to develop and propose all work plans and creative content
- to research and gather the required information through a variety of mediums
- to produce and submit all creative content in ready to publish format
- to request information and or access to project members through the single point of contact as required
- to ensure that the mandate of the project is fulfilled and that transition between students over terms is seamless; and
- to accommodate the existing technological platforms that the City utilizes and produce content with this resource and the resources provided by Brock.

Resource contributions

City:

- provide a single point of contact that will act as a liaison between the City and Brock's Departmental Internship Officer
- provide Corporate Communications Division staff to conduct the final review and approval of content before release
- provide Senior Staff and related City representatives working on both the Meridian Centre and Performing Arts Centre projects for interviews
- publish and host the project content on the City website.

Brock:

- provide TIMN program managers, Academic Advisor and Departmental Internship Officer to support the students
- provide Communications Popular Culture and Film ("CPCF") faculty member to oversee the internship placements
- provide community resources, as available, to creatively mentor the students
- provide 4th Year Honours Students from Communication (Business or Media, Culture and Society streams), Popular Culture and Film; and consult with and include students and faculty from Recreation and Leisure, Sports Management, Arts/Cultural Management, Project Management, and related studies.
- provide free access for interns to AV production facilities (HD cameras, lighting kits, editing stations, voice recorders, PC workstations with Web and desktop publishing applications, etc.).

The allocation of resources to this project will be monitored by the Members to ensure that they are not extended beyond what is feasible.

All content will be approved and owned by the City

All information will be provided by TIMN to the City for review to ensure that information is made publicly available only when approved by the City's Corporate Communications Division. The City will own all information and content collected, prepared for release, and released, whether it is on the TIMN Web site or through any other medium.

Following corporate requirements, the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA) disclaimers will be used when collecting any data for use related to this project.

The project will be City branded and will incorporate the TIMN branding on all released information to illustrate involvement.

Future related project opportunities

As this project progresses, the opportunity to explore other projects that are a part of the larger Creative Cluster Master Plan will be reviewed by the City. Projects to potentially explore could include, but not be limited to, 2-Way Traffic Conversion, the Marilyn I. Walker School of Fine and Performing Arts, The Wine Route, nGen, and Residential Intensification.

Financial Implications

There is no expected financial impact over and above allocation of staff time. The City will agree to reimburse Brock students for out of town mileage related to the project, but it is not anticipated that this will be required.

Conclusion

The approval of this documentary project to capture the progression, from conception through to completion, of both the Meridian Centre and Performing Arts Centre projects will be a legacy tool for the City, the Community at large, and the City's municipal counterparts to reference for future best practices and as a benchmark for continuous improvement.

Notification

Recreation and Community Services staff will notify Brock University.

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Approved by:

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