

**TOWN OF CORNWALL**  
**PARKS & RECREATION COMMITTEE MEETING**  
Wednesday, June 11<sup>th</sup>, 2025, at 4:30 p.m.  
~ A G E N D A ~

1. Call to Order
2. Land Acknowledgment
3. Approval of Agenda/Additions to Agenda
4. Disclosure of Conflict of Interest
5. Approval of Minutes – May 14<sup>th</sup>, 2025
6. Business Arising from the minutes.
7. New Business
  - a) Events
    - i. Community Yard Sale Recap
    - ii. Charity Golf Tournament Recap
    - iii. Ball Hockey Tournament Recap
    - iv. Canada Day Event
  - b) Programs
    - i. Spring Programs Update
    - ii. Summer Programs
  - c) Camps
    - i. After School Camps
    - ii. Summer Day Camp Update
  - d) Facilities
    - i. Upcoming Events
    - ii. TFSC Upper Ball Field (Infield Surface)
    - iii. Terry Fox Complex Monthly Usage
8. Other Business
  - i. Sponsorship Policy Review
  - ii. Taekwondo Donation Request
  - iii. Park Parties
  - iv. APM Memberships – Update
9. Adjournment

**TOWN OF CORNWALL  
PARKS & RECREATION DEPARTMENT  
-JUNE REPORT-**

**Events**

- **Event Recap**
  - **Community Yard Sale**
    - The Town's Community Yard Sale was held on Saturday May 24<sup>th</sup>, 2025.
    - There was a total of 29 addresses registered, and all 40 tables were booked at the Cornwall Civic Centre.
    - The line up at the Civic Centre started around 7:40am, and the traffic continued throughout the morning.
    - The Town had a small canteen at the Civic Centre.
  - **Charity Golf Event Recap**
    - The Town with PBJ Construction hosted their first charity Golf Event on June 1, 2025.
    - The event was held at the Clyde River Golf Club, with 21 teams registered for this event.
    - The Town received great support from area businesses, with our title sponsor PBJ Construction and 17 Hole Sponsors.
    - The teams participated in a best ball format, and then there were the longest drive and longest putt competitions held.
    - The teams were served sausages, potato salad, chips and a drink as part of their tournament fee.
    - After the event teams gathered in the clubhouse where prizes were awarded.
- **Upcoming Events**
  - **3<sup>rd</sup> Annual Arsenault Bros. Ball Hockey Tournament**
    - This event is scheduled for June 7, 2025, at the Terry Fox Sports Complex.
    - To date we have the following teams registered.
      - Ages 5 – 6: 4 teams
      - Ages 7 – 8: 5 teams
      - Ages 9 – 10: 7 teams
      - Ages 11 – 13: 9 teams
    - The day will consist of the tournament, bouncy house, music, competitions, and the Cavendish Fry wagon.
  - **Canada Day 2025**
    - Canada Day planning for 2025 has begun.
    - Fireworks have been booked.

- We have booked some entertainment for the Town Hall Celebrations.

### **Camps Update**

- **After-School Program:**
  - For May, we had 60 participants registered
  - We had about 55 participants attending daily.
  - Children enjoyed playing with grounders, soccer, gaga ball, and using parachutes.
- **Sports and Adventure program**
  - In May 1 we had 29 children registered
  - On average, we had 24 children per day
  - Children enjoyed playing soccer, baseball, basketball and playing at the dream park.

### **Spring Programs Update**

- Adult Outdoor Beginner Pickleball - Good start to the outdoor season, we have 20 registered and this program will run until the end of June
- Adult Intermediate Pickleball – We have 9 registered, which is low. These players tend not to like outdoor play due to the wind. We may get stronger numbers for the summer sessions.
- Ball Fitness – This program finished at the end of May. There were 39 registered on averages 25 per class. This program will continue in the fall.
- Birthday Parties – This continues to be a strong program for us, we have done 7 so far this spring with 4 more on the way in June.
- Chair Yoga – This is one of the top programs, 57 registered with an average of 45 every class. We are hoping to continue this program through the summer months, but we will be limited on numbers as we will have to host at the Town hall.
- Dessert Bingo – This program will run until June 12, 2025. We are still getting around 25 each week.
- Pilates – We have 7 registered for the spring session, will try and run a summer version in July and see if we have more interest.
- Seniors Lunch – For May, on average, we had 80 take part in the seniors' lunch, with the last event having 85. We had the following meals for May:
  - Cold Plate
  - Million Dollar Ravioli
  - Chicken Stew
  - Homemade Pizza
  - Chicken burgers and Caesar Salads
- Youth dodgeball – This program ended on May 29<sup>th</sup>, we had 13 registered in the program and regularly had 10-12.
- Indoor Intermediate pickleball- This program is being held at Westwood school gym. This program has 17 registered and on average 14-16 participants attending. This program runs until June 12, 2025.

- Outdoor Ball Hockey Program – This program ran for 8 weeks and finished up on Saturday May 31<sup>st</sup> with a wrap up session. We had 4 different age groups and a total of 91 players. This is a great program
- Preschool Soccer – This was held on Tuesday evening from 5:30pm – 6:30pm. There were only 7 registered in this program, but it worked well at the Cornwall Civic Centre.
- Baseball Skills Program- This program offered two age groups, the U9 had 10 participants, and U11 had 17. This was a great program that took place either at Westwood gym, or TFC sports complex. Each group got to work on all skills and got to play wiffle ball games at the end of each session.
- Hip Hop – The Town in partnership with Level Up Dance Studio offered a four-week intro Hip Hop Dance class for ages 6 – 10years. This was a huge success with 17 children registered in the program, who learned a variety of dance moves. We will be looking at hip hop for teen program beginning in June.
- Youth Tennis - This program is partnership with Tennis PEI is being held on our newly resurfaced tennis courts. There are two age categories 6-9ys which have 14 registered and 10-13yrs has 14 registered. This program focuses on skill development and learning the game. There has been interest in offering a June session.
- Adult Tennis- This is also a partnership with Tennis PEI and runs on Tuesday and Thursday evenings. There are 8 participants in the program, and they learn a bit of skills and play games. This program is a great chance to stay active and learn the game of tennis.

### **Summer Program**

- The Town released its new summer guide on June 5, 2025.
- The Town will once again be offering three adult swim times per week, and two swim times are being sponsored by GoPEI.
- We also will be offering youth recreational soccer, pickleball, intro to sports, swimming lessons this summer.

### **Facilities**

#### **Terry Fox Sports Complex**

- The Terry Fox Sports Complex light project is 90% completed, with a few outstanding issues on the landscaping side of the project.
- Cornwall Tigers the first Aussie Football club in PEI will be playing Terry Fox Sports Complex on Saturday June 7, 2025, from 1:00pm – 6:00pm. There will be teams from Saint John, Halifax and Sydney.
- The annual RC United Soccer Tournament will be held at the facility from June 13 – 15, 2025.
- For the month of May, the usage is as follows;
 

2025	2024 Usage
▪ Soccer Turf – 122hrs	Soccer Turf – 111 hrs
▪ Football Turf – 155.5 hrs	Football Turf – 119 hrs
▪ Baseball Field – 78.5	Baseball Field – 77hrs

- Softball Field – 50.5
- Volleyball Courts – 54.5

Softball Field – 61hrs  
Volleyball Courts – 6hrs

Respectfully Submitted  
Kim Meunier

## **Terms of Contract**

### Platinum Package Sponsorship

1st Year: \$2000.00

Includes Sign Purchase

2nd Year: \$1750.00

Each Additional Year: \$1500.00

### Silver Package Sponsorship

1st Year: \$ 1750.00

Includes Sign Purchase

2nd Year: \$1500.00

Each Additional Year: \$1250.00

### Bronze Package Sponsorship

\$ 500.00 / year

## **Annual Town Events**

- Snowfest
- Cornfest
- Canada Day Celebration
  - Halloween Event
  - Breakfast with Santa
  - Christmas Events
  - Holiday Lights Tour

Upon completion of contract, the terms may be revised by either the sponsor or the Town. When contract is finished the signboard will become property of the sponsor.

**KIM MEUNIER  
TOWN OF CORNWALL  
PARKS & RECREATION DEPARTMENT  
PO BOX 430  
CORNWALL, PE  
COA1H0  
Email: [kmeunler@cornwallpe.ca](mailto:kmeunler@cornwallpe.ca)  
Phone: (902) 894-3696**



Town of  
**CORNWALL**

so much to offer...



**SPONSORSHIP  
PACKAGES**

## What we are all about.....

*The Town of Cornwall Parks & Recreation Department strives to provide quality programs, family events, trails, community parks and recreational facilities all at a reasonable cost for residents of all ages.*

*Our Department provides many benefits including opportunity to meet new people, educating residents, improving self esteem, and increasing community pride.*

*Through generous sponsorships and donations we are able to meet the needs of our residents and offer enriching programs and services for all.*

*After you have had a chance to read the information in this brochure I would be happy to answer any questions or custom design a sponsorship package to fit your business needs. I will contact you within a few days to follow up.*

*Kim Meunier  
Town of Cornwall*

## Our Facilities .....

### ***Terry Fox Sports Complex***

*In 2010, the Town completed phase two of the sports field project. This phase has seen the construction of a baseball and softball field, basketball courts, beach volleyball courts, tennis courts, toboggan hill, clubhouse and a recreational walking trail system. This phase has already been host to provincial championships and practice facility for senior men's baseball team. We anticipate over 40,000 people visiting the facility this year.*

*The Town is very fortunate to have the only facility offering two turf fields; This state of the art facility will certainly help to ensure a high rate of use. Groups such as Holland College, Eliot River Ramblers Soccer Club, Cornwall & Area Minor Ball, PEI Senior Men's Soccer League, Cornwall Area Minor Ball and the Timberwolves Football Association are a few whom are currently utilizing the facility.*

### ***Poolside Park Pool***

*This 40 x 80 outdoor heated pool and recreational play area is located on the Cornwall Road This facility provides both residents and visitors an opportunity to participate in swimming lessons, leisure swims or private parties. On average this facility sees about 150 visitors per day during the months of July and August.*

## Sponsorship Packages

*The Town of Cornwall Parks & Recreation Department has designed a few packages that might suit your business needs.*

### ***Platinum Package - \$ 1750.00***

*4 x 8 Signboard at Town Facility of Your Choice  
1/4 Page Ad in all Newsletters  
Ad in all Special Event Flyers  
Monthly Recognition on Town Event Sign  
Free Two Hour Rental at either Turf Field or Poolside Park Pool.  
Sponsor Banner at Town Events\**

### ***Silver Package - \$ 1500.00***

*4 x 8 Signboard at Turf Field  
1/8th Page Ad in all Town Newsletters  
Ad in Special Event Flyer  
Free Hour Rental at either Turf Field or Poolside Park Pool.  
Sponsor Banner at Town Events\**

### ***Bronze Package - \$ 500.00***

*Ad in a Special Events Flyer  
Sponsor Banner at a Town Events\**

*\*Signboards are included in the cost\**

*\*Banner to be provided by Sponsor\**



## TOWN OF CORNWALL SPONSORSHIP POLICY

### 1. GUIDING PRINCIPLE:

The Town of Cornwall welcomes and encourages sponsorship, partnership and advertising opportunities to assist in the provision, support and enhancement of Town programs, services, and infrastructure.

### 2. PURPOSE:

This policy is intended to create a framework for accepting sponsorship. The purpose of the policy, as outlined, is to:

- 2.1 Enhance municipal facilities, programs, events and services without additional cost to the taxpayer.
- 2.2 Provide employees with guidelines and procedures based on best practices.
- 2.3 Ensure fairness, transparency and accountability of the sponsorship process.

### 3. SCOPE:

3.1 This policy applies to:

- a) All Town Departments
- b) All arrangements entered between Town and persons or bodies corporate that involve consideration for sponsorship rights.

### 4. APPLICATIONS:

4.1 This policy applies to all Town-owned and operated assets, where assets are defined broadly as property, including but not limited to:

- Real property (facilities/green space/parks)
- Property features and components (rooms/playgrounds)
- Events, special projects, programs and services
- Communications (publications/digital communication channels)
- Other relevant properties

The policy does not apply to:

- Public-private partnerships
- Naming of Town assets.
- Town-owned facilities, programs and services that are operated by another organization except as outlined in operating, use, lease or service level agreements with the organization.
- Contributions, gifts or donations.
- Grants obtained from other levels of government, foundations or trusts
- Town sponsorship of external projects, programs or events where the Town provides funds to an outside organization.

## 5. POLICY STATEMENTS:

### 5:1 GENERAL

- Sponsorship relationships are defined under this policy as mutually beneficial experiential business relationships where a corporation or organization provides a rights fee in cash or value-in-kind arrangement in return for recognition, acknowledgement or other promotional benefits.
- Sponsorship should be established in a manner that ensures access and fairness, and results in an optimal balance of benefits to the Town and the community.
- Sponsorship may not compromise the Town's ability to carry out its functions fully and impartially.
- Sponsorships must not conflict with the terms and conditions of existing rights agreements or sponsorship agreements.
- Sponsorship rights will be compatible with the nature of the sponsored program, event or asset and compatible with the target audience.
- Market value of the sponsorship opportunity shall be considered when granting sponsorship rights
- Sponsors are prohibited from making statements which suggest the sponsor's products and services are endorsed by the municipality.
- Alcohol sponsorships must contain a responsible drinking component.

### 5.2 SPONSORSHIP AND ADVERTISING CRITERIA

- The Town will consider all sponsorship proposals but retains the discretion not to accept sponsorship from any entity at its sole discretion
- Corporate sponsorships and advertising must conform to all applicable federal and provincial statutes and all applicable Town bylaws, policies and practices
- Sponsorship and advertising must not confer a personal benefit, directly or indirectly, to any particular Town employee or official
- The Town shall retain ownership and control over all Town owned and operated assets
- Benefits provided to the sponsor by the Town are limited to those stated in the sponsorship agreement
- Corporate sponsorship must not result in any competitive advantage, benefit or preferential treatment for the sponsor outside of the sponsorship agreement
- Category exclusivity rights provide exclusivity rights for the asset being sponsored and does not imply exclusivity privileges with the Town itself.

## 6. APPROVALS:

- Sponsorships up to and including **\$10,000** per annum may be authorized by the Department Manager(s) in the Department(s) responsible or their designate(s) and may be agreed on behalf of the Town by the Department Manager.
- Sponsorships over **\$10,000 up to and including \$50,000** per annum may be

- authorized by and signed on behalf of the Town by the CAO.
- Sponsorships over \$50,000 per annum shall be authorized by the Council and signed on behalf of the Town by the Mayor and CAO.

## **7. ROLES & RESPONSIBILITIES**

7.1 Department Managers or their designates will:

- Determine the process by which sponsorship shall be solicited.
- Solicit, negotiate, prepare and administer sponsorship arrangements, including contract management.
- Consult with the Parks & Recreation Committee for review.
- If required consult with Town Legal Services, Finance, and Procurement, as appropriate.

## **8. SPONSORSHIP PACKAGES -???**


## **9. USE OF FUNDS**

9.1 Proceeds received by the Town through the sale of sponsorship rights are to be used for:

- The enhancement or maintenance of the sponsored event, program, asset or combination thereof.
- Investments in which proceeds contribute to the delivery of Town services.
- Such other purposes as agreed upon in the terms of the sponsorship agreement.



INDIVIDUAL DONATION APPLICATION

Individual/Organization Information		
Name of Individual/Organization: <p style="text-align: center;">Rodd's Taekwondo</p>		
Contact Person: <b>Darcy Rodd</b>	Title: <b>Owner/Instructor</b>	
Physical Address: <b>Saint Francis of Assisis church</b>	City: <b>Cornwall</b>	Postal Code: <b>C0A1H4</b>
Home Phone: <b>902-218-1781</b>	Cell Phone:	Email: <b>Roddstk@gmail.com</b>
Donation Category		
Donation Applying for: <input checked="" type="checkbox"/> Sport <input type="checkbox"/> Recreation		
Description		
What is the sport/activity you are participating in? <u>Taekwondo - Martial Arts</u>		
Please provide more information: (Where Event is being held? What type of Event) <u>Rodd's Taekwondo is hosting their first annual Red Isle Taekwondo Championship</u> <u>We are hosting this tournament at East Wiltshire Intermediate School, and will be</u> <u>an annual event. This will be the first Taekwondo tournament on PEI in 9 years</u>		
Participant/ Coach/Leader Signature		
X 		<u>June 4, 2025</u>
Signature of Applicant		Date
OFFICE USE		
APPROVED:            YES            NO	DATE: _____	
AMOUNT: _____	ACCOUNT: _____	
MANAGER SIGNATURE: _____		