

Monthly Departmental Report

Recreation / Culture / Programming / Communications

November 2016

Marketing & Communications

November was busy with several family-first community events and Christmas kick-off celebrations. Recreation coordinated and executed the swearing in ceremony and inaugural meeting, assisted in the Remembrance Day ceremony, and coordinated the 2nd annual Nova Scotia Tree for Boston Send off, Light Up, the pre-light up Amherst staff party and the Christmas Parade in partnership with the Amherst Centre Mall and Cumberland Y Service Club. Regular community event promotion, collaboration and support was given to various community initiatives and events. 11 AYTC applicants were appointed positions on the 2016/17 Amherst Youth Town Council. The Department also worked with Cultural Consultant Charlie Rhindress in hosting the first of three public meetings to plan and initiate branding Amherst as “The Home of the Great Amherst Mystery”.

Active Living Coordinator

The Active Living Coordinator assisted with the Tree for Boston arrival, the Downtown light up and also the Christmas parade, including the award ceremony at the mall. She completed part 1 of the Leadership Development for Physical Activity course in Truro, and co-partnered with the County and held the Lead 2 Teach Basketball coaching clinic in Springhill. We participated in the Fall Prevention Expo at the hospital and started the planning the Christmas staff party and the New Year's celebration.

Horticulturist

The last of the flowerbeds were put to bed for the winter, shrubbery and trees saw the removal of dead, damaged or diseased limbs. Hazard trees were inspected and documented with the assistance of Town Engineer, Ben Pitman. Planters in the downtown and the Stadium were made into seasonal winter planters. Work has begun on our Urban Tree Inventory with the help of a well-known professor and his associates in the Urban Forestry field from Dalhousie University, who will pay Amherst a site visit in early December. The development of an urban tree inventory is key to maintaining Amherst's healthy urban tree canopy, now and for years to come.

Facilities

Recreation Facilities were well in use in November, hosting and planning several events and programs. In November the Stadium hosted three Amherst Jr. Ramblers games and was the proud host of a live broadcast by Eastlink on November 26, where on-air commentators spoke to the no-fee ice policy for youth programs in 2016-17 and suggested coordinating an on-air round table discussion regarding Amherst Recreation's youth activity initiative. The Stadium hosted a Novice Bluenose Tournament with eight teams who all played with reduced tournament fees as a result of the no-fee ice initiative. As a key player in Municipal Awareness Week events, the Stadium played slide-shows on the role of each Town Department on the blow up movie screen. This initiative was very well received given the amount of traffic at the Stadium and the public's feedback. In total the Stadium delivered 83 free and family-first programming skating hours, 388 free walking track hours to the public and 214 ice rental hours to various clients and user groups. The Stadium's public and programmed skates, ongoing promotion and maintenance to the Big Block Walk in Downtown Amherst and flexible walking track hours are a result of Amherst's Physical Activity Strategy objectives and, where applicable, Amherst's 2016-17 no-fee ice policy for youth programs. Maintenance and cleaning have also been, and will continue to be, a top priority for the Amherst Stadium. Dickey Park walking track is still a popular destination for many walkers in the community; the washroom is still opened daily and adds an attraction for those who want to be active. During the entire month ongoing cleanup and maintenance was a priority in all parks.