

**CITY OF YORKTON**  
**REGULAR COUNCIL MEETING AGENDA**  
**Monday, October 2, 2023 - 5:00 p.m.**  
**Council Chambers, City Hall**

1. **CALL TO ORDER**
2. **APPROVAL OF AGENDA**
3. **PUBLIC ACKNOWLEDGEMENTS**
4. **APPROVAL OF MINUTES**
  - Regular Council Meeting Minutes – September 11, 2023
5. **UNFINISHED BUSINESS**
6. **REPORTS OF COUNCIL COMMITTEES AND MATTERS REFERRED**
  - Recreation and Community Services Committee Meeting Minutes – June 12, 2023
7. **HEARING OF PETITIONS, PUBLIC NOTICES AND PRESENTATIONS**
  - Presentation - Ronald McDonald House – Information on new Ronald McDonald House locations (Prince Albert and Regina)
8. **BUSINESS ARISING OUT OF PETITIONS, PUBLIC NOTICES AND PRESENTATIONS**
9. **CORRESPONDENCE**
10. **BYLAWS**
11. **ADMINISTRATIVE REPORTS**
  - Business Liaison
    - Show Home Rebate Program Policy
  - Director of Recreation and Community Services
    - Deer Park Golf Course Naming Request
12. **GIVING NOTICE OF MOTION**
13. **IN CAMERA SESSION**
  - 1 Other Item
14. **ADJOURNMENT**

**MINUTES                      JUNE 12, 2023                      5:00 P.M.                      DEER PARK CLUBHOUSE GREEN ROOM**

Attendees	Vice Chairperson: Tonia Vermette, Councillor Randy Goulden, Councillor Ken Chyz, Anne Stupak, Doug Wilkinson, Melinda Sevilla, CV Sastry
Regrets	Chairperson: Delmar Zwirsky, Steven Rosowsky
Absent	Yuri Forbes-Petrovich
Staff	Taylor Morrison, Lisa Washington, Julia Schofer
Recording	Ashton Kingdon
Call to order	5:23 p.m.
Adjourn	6:44 p.m.

**Agenda topics**

**1. CALL TO ORDER**

**2. ADOPTION OF AGENDA**

The Agenda has been revised to switch the order of 4. Business Arising with 5. New Business.

<b>Motion 23-008</b>	<b>CV Sastry</b> That the agenda be adopted as amended with the switching of 4. Business Arising with 5. New Business in agenda order. CARRIED.
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**4. MINUTES OF PREVIOUS MEETINGS**

**a. Minutes of the March 15, 2023 Meeting**

Minutes from the March 15, 2023 meeting of the committee were circulated.

<b>Motion 23-009</b>	<b>CV Sastry</b> That the minutes of the March 15, 2023 meeting of the Recreation and Community Services Committee be approved as circulated. CARRIED.
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**5. NEW BUSINESS**

**a. Parks and Recreation Master Plan Draft Presentation**

Administration presented the power point that was developed by RC Strategies, the consultant for the Parks and Recreation Master Plan. This power point was presented to Council on June 5<sup>th</sup> and Council recommended for it to be presented to the RCS Committee for input and feedback.

The Committee Members had good discussions on the following points that stuck out from the Master Plan Draft Presentation, the What We Heard and What We Learned Reports as follows:

- Third ice surface and the need during prime ice time
- Joint Use Agreements can work for theatre spaces as well
- The What We Learned report didn't touch too much on a need for an outdoor pool. Administration advised that balancing an outdoor pool with the cost of operating it in a short period of time is always a struggle. Programs typically decline in the summer.
- Historically, JC Beach was treated with bluestone copper sulfate, as it is standing water, to allow swimming. The treatment no longer happens and wouldn't be recommended to swim in if it did. Running JC Beach was not profitable for the City or any concession operators.
- Spray Parks are the best option for Yorkton as they provide no-cost entertainment to residents. Yorkton can always use more spray parks.
- A Community Kitchen is highly sought after and Administration has ideas on how they can abide by Public Health Guidelines if Yorkton got a Community Kitchen.

- RC Strategies has methods to implement ways to calculate park and trail usage.
- Yorkton Pickleball is getting requests to provide lesson options to the youth.
- Permanent washroom facilities in each park is highly anticipated.

**Motion 23-010**

**Anne Stupak**

That the Recreation and Community Services Committee recommends to Council the implementation of the Parks and Recreation Master Plan. CARRIED.

**6. BUSINESS ARISING**

**a. Yorkton Cross Country Skiing Club Naming Request**

As a member of the Yorkton Cross Country Skiing Club, Anne Stupak provided the Committee with information and programs the club has to offer at Deer Park. In the winter season many activities take place at Deer Park such as cross country skiing, fat biking, snow shoeing and tobogganing. The name change request is coming from a group of volunteers looking to be recognized as the other half of the users of the space. The name Nordic Centre would encompass every winter activity done outside and recognize the building as a gathering place for those activities.

Administration apologized for the lack of information provided to the Committee on the name change request due to hectic schedules of an employee retiring.

The intent of building the new Clubhouse was to provide a year round facility as the old one was not adequate to do so. With the new Clubhouse, the YCCSC is being asked to host bigger events in the winter season.

Administration will work with YCCSC to provide more marketing and support for communicating the amenities Deer Park has to offer in the winter season while the name change is being considered.

**Motion 23-011**

**Melinda Sevilla**

That Administration spend time to research and provide options and examples for a name change and the impact on marketing, branding and signage for the next Recreation and Community Services Committee meeting in September. CARRIED.

**8. NEXT MEETING**

- September 20, 2023 – Regular/Policy
- October 11, 2023 – SLCGP Adjudication
- December 13, 2023 – Regular/Policy over Lunch

**10. ADJOURNMENT**

**Motion 23-012**

**CV Sastry**

That the Recreation and Community Services Committee Meeting be adjourned at 6:44 p.m. CARRIED.

Tonia Vermette

Chairperson

Ashton Kingdon

Recording

From: [ncrcpl@rcsd.saskgroup.ca](mailto:ncrcpl@rcsd.saskgroup.ca)  
To: [lorisa.matsella](mailto:lorisa.matsella)  
Subject: New Response Completed for Request to Appear Before Council Form  
Date: Monday, September 18, 2023 12:52:57 PM

**CAUTION: External Email**

Hello,

Please note the following response to Request to Appear Before Council Form has been submitted at Monday September 18th 2023 12:48 PM with reference number 2023-09-18-006.

- **First name:**  
Tammy
- **Last Name:**  
Forrester
- **Committee/Organization name:**  
Ronald McDonald House Charities - Saskatchewan
- **Address:**  
1011 University Dr
- **City:**  
Saskatoon
- **Province:**  
Saskatchewan
- **Postal code:**  
S7N 0K4
- **Name:**  
Tammy Forrester
- **Title:**  
CEO
- **Daytime phone number:**  
306-260-7765
- **Email:**  
tforrester@rmh.sk.ca
- **Date of request:**  
9/18/2023
- **Date of council meeting that the presenter is wishing to attend:**  
10/2/2023
- **Topic being presented:**  
Ronald McDonald House is expanding to support even more families from your community
- **Description of request: (Clearly state what is being asked of Council. Provide detailed information about why the information is being presented and the importance to the community)**  
The vision of Ronald McDonald House Charities – SK is to provide all Saskatchewan families the support they need to be with their sick or injured children. The stress that intensifies in families when they must leave their home community for necessary treatment is REAL! For these families - especially if they are in an unfamiliar city and spending long hours at the hospital - arranging accommodations and meals can be overwhelming and expensive. If they have other children with them, they must also meet those children's physical, social and emotional needs. These families need more than a bed for the night. They need a welcoming home - a safe place where there's a nutritious meal at the end of a long day, a supportive network of people who understand, and room to socialize or to sit alone and gather strength. They need to be close to the hospital of medical facility where their child is receiving care.

In 2022, 1,351 families from 198 Saskatchewan communities relied upon the Ronald McDonald House in Saskatoon for 8,545 nights of comfort - 17 of those families were from Yorkton and another 17 families were from communities within 30 minutes of Yorkton (Melville, Canora, Theodore, Springside, Churchbridge and Saltcoats). Over 2600 families were not as fortunate as their children were receiving medical care where a Ronald McDonald House doesn't exist. Ronald McDonald House Charities - SK is changing that narrative by building Houses in Regina and Prince Albert to ensure more families throughout the province have support and access to their warm, welcoming, and affordable accommodations.

The presentation will share information about the need and impact RMHC expansion plans will provide. We also welcome regional representatives who would like to join the volunteer campaign team to ensure families from your community will receive RMHC support in Regina when they travel for their children's medical care.

[This is an automated email notification -- please do not respond]

<b>TITLE: Show Home Rebate Program Policy</b>	<b>DATE OF MEETING:</b> October 2, 2023
	<b>REPORT DATE:</b> September 27, 2023
<b>CLEARANCES:</b> Michael Eger – Director of Planning, Building & Development <b>Michael Eger</b> Ashley Stradeski - Director of Finance <b>Ashley Stradeski</b>	<b>ATTACHMENTS:</b> 1. Show Home Rebate Program Policy 10.20 2. Show Home Rebate Program Application 3. York Landing Phase I Lot Map 4. York Landing Phase II Lot Map 5. Riverside Terrace Lot Map 6. Riverside Meadows Lot Map 7. CJ Houston Lot Map
Written by: David Balysky – Business Liaison <b>David Balysky</b>	
Reviewed by: Jessica Matsalla – City Clerk <b>Jessica Matsalla</b>	
Approved by: Lonnie Kaal – City Manager <b>Lonnie Kaal</b>	

**Background:**

Over the past few years, the Economic Development Committee (EDC) has prioritized the promotion of residential development within Yorkton. In response to this objective, the Residential Construction Incentive (RCI) was adopted by Council in 2022, offering a 5-year, 100% tax refund for the construction of new one and two unit dwellings. The RCI was renewed in 2023 and expanded to include new three and four unit dwellings. The RCI received little interest in 2022 and 2023, prompting the EDC to seek alternative methods to stimulate residential development, with a preference for upfront incentives rather than extended benefits over a five-year period.

At the June 8, 2023 EDC meeting, the Committee recommended that Council and Administration consider the feasibility of discounting a select number of residential lots as part of a Parade of Homes event, a strategy proven successful in other municipalities such as Saskatoon. In response to this recommendation, Administration developed a proposal for Council's consideration.

Following the review and discussion of the proposal during the in-camera portion of the September 11, 2023 Council meeting, Council voted in favour of establishing a policy to bring a Parade of Homes initiative to fruition.

**Administrative Review:**

Parade of Homes events were held in Yorkton in 2002 (six houses on Ross Drive) and 2004 (four houses on Aspen Place). We cannot determine what the City’s contributions were to these events so this does provide much guidance with how to replicate their success.

Looking elsewhere, Saskatoon holds an annual Parade of Homes administered by the Saskatoon & Region Home Builders' Association. The City of Saskatoon – Saskatoon Land is a partner in the program, typically sponsoring select event-related costs. Saskatoon Land also offers a Rebate Program that is applicable to all new residential builds within the city, including the homes that are part of the Parade of Homes. The Rebate Program includes a Show Home Rebate - a 10% discount off the purchase price of the lot, offered to eligible homebuilders after the show home has been in operation for a minimum of eight weeks. Builders must meet the criteria set out by Saskatoon Land.

Administration has developed the Show Home Rebate Program Policy (SHRP), a derivative of Saskatoon Land's ShowHome Rebate. Notably, the SHRP offers a more substantial incentive than the 10% lot rebate offered by Saskatoon Land.

While traditional Parade of Homes events typically featured new homes on the same street, contemporary practices favor organizing city-wide parades featuring new homes in various neighbourhoods. This approach allows homebuilders the flexibility to develop housing on a City-owned lot of their choice, avoiding restrictions imposed by a limited set of lots.

A straightforward application form (Attachment 2) has been created. If the policy is adopted by Council this evening, the application window will be accessible for a duration of four weeks throughout the month of November. While the program is available to all eligible contractors (as determined by City of Yorkton Policy No. 10.180 "Sale of Residential Lots"), preference will be given to local builders.

In the event that not enough applications are received to warrant advertising the new builds as a Parade of Homes, the SHRP would still be awarded to successful applicants, who could then independently market their new builds as show homes.

### **Financial Implications:**

The SHRP offers a \$20,000 rebate which may be used toward the purchase price of the lot or other expenses associated with the development of the show home. This rebate is intended to be offered in conjunction with current tax incentives, which currently includes the RCI's 5-year, 100% tax rebate.

A budget allocation of \$100,000 is proposed for the SHRP, designated for the development of new housing on up to five City-owned residential lots. Funding for this allocation will be sourced from the 2024 Business Improvement Incentive Program (BIIP). The BIIP program will continue to be in effect in 2024, supported by funding from the BIIP reserves, comprising unused resources from the program's initial three years.

Expenditures associated with the promotion of the Parade of Homes, if applicable, would be funded from the promotional allocation within the Economic Development department's budget.

**Communication/Marketing Plan:**

Full details of the SHRP and prospective Parade of Homes will be made available on the City website. Promotion and updates will be pushed through the City’s social media channels and the Mayor’s weekly radio segment. Paid promotion could be considered if additional applications are needed to fulfill the Parade of Homes initiative.


**Options:**

1. That Council adopt the proposed Show Home Rebate Program Policy with all new City-owned residential lots being eligible for the rebate.
2. That Council adopt the proposed Show Home Rebate Program Policy with only specific City-owned residential lots, as determined by Council, being eligible for the rebate.
3. That Council provide recommended revisions to the proposed policy prior to adoption.
4. That Council defer decision on the policy in order to work through any alternative direction from Council.
5. That Council refuse to adopt the proposed policy for reasons listed by Council.

**Recommendation:**

- 1. That Council adopt the Show Home Rebate Program Policy No. 10.20 as presented, with all new City-owned residential lots being eligible for the rebate.**

## Attachment 1

 <p style="text-align: center;"><b>City of Yorkton</b></p>			
<b>POLICY TITLE</b> <b>SHOW HOME REBATE PROGRAM (SHRP)</b>		<b>ADOPTED BY</b> City Council	<b>POLICY NO.</b> 10.20
<b>ORIGIN/AUTHORITY</b> City Council	<b>JURISDICTION</b> City of Yorkton	<b>EFFECTIVE DATE</b> October 2, 2024	<b>PAGE #</b> 1 of 2

### **PURPOSE:**

To encourage the development of new finished homes in underdeveloped residential subdivisions by providing financial incentive to homebuilders to construct and sell show homes on City-owned residential lots.

### **POLICY:**

1. City Council has adopted the **Show Home Rebate Program (SHRP)**, as outlined.
  - 1.1 The SHRP is made available to all eligible contractors as determined by City of Yorkton Policy No. 10.180 "Sale of Residential Lots".
  - 1.2 A rebate of \$20,000 will be offered to eligible contractors upon substantial construction completion (90 days after City approval of the vapour barrier installation). Contractors may use the rebate toward the purchase price of the lot or other costs associated with the show home.
  - 1.3 To be eligible:
    - 1.3.1 The applicant must have constructed at least one residential dwelling during the two years prior to application;
    - 1.3.2 The applicant must have proven capacity to construct a residential dwelling by September 1, 2024;
    - 1.3.3 The show home must have a completed interior and exterior and must be appropriately furnished; and
    - 1.3.4 The show home must be grassed or turfed in the front yard and have a finished hard surface driveway.
  - 1.4 Preference will be given to locally-owned businesses.
  - 1.5 Lots will be sold as per City of Yorkton Policy No. 10.180 "Sale of Residential Lots".
  - 1.6 Application Procedure:
    - 1.6.1 A completed "Show Home Rebate Program Application" (see Appendix A) must be submitted to the Business Liaison.
    - 1.6.2 The following must be included with the Application:
      - a. Proposed budget and estimates by a professional estimator, contractor, engineer, architect or qualified design professional.



## Attachment 1, continued

POLICY TITLE	POLICY NO.	PAGE #
SHOW HOME REBATE PROGRAM (SHRP)	10.20	2 of 2

- b. Site plan of the property to scale, building elevation drawings, renderings or mock-ups, and photos of similar works and proposed materials.
- 1.7 Applicants are eligible to receive the SHRP for multiple properties, provided they meet the requirements of this Policy.
- 1.8 All applicants must submit plans of the proposed development which comply with Federal and Provincial statutes, and Municipal Bylaws, including, but not limited to, the *National Building Code of Canada*, the *Uniform Building and Accessibility Standards Act*, and the City of Yorkton Zoning Bylaw 14/2003.
- 1.9 The City is only responsible for providing rebates based upon the funding commitment for that fiscal year as determined by City Council.
- 1.10 The City reserves the right to repeal approval under the SHRP if:
  - 1.10.1 Construction of the new dwelling unit is discontinued;
  - 1.10.2 Building/site deficiencies are not corrected; or
  - 1.10.3 The property is in contravention of any City bylaw.
- 1.11 The City reserves the right to withhold a portion of the rebate should the applicant fail to meet all points listed under Section 3 of this policy.
- 1.12 A property that received a rebate for the Show Home Rebate Program may also be considered for the Residential Construction Incentive upon application of a Building Permit for eligible structures.
- 1.13 The City will award a maximum of five separate rebates in 2024.
- 1.14 This Policy will close to new applicants at the end of 2024.

### RESPONSIBILITY:

City Council, under the advisement of the Director of Planning, Building & Development, is responsible for the ongoing review and updating of this policy.

## Attachment 2



### SHOW HOME REBATE PROGRAM APPLICATION

Box 400 · 37 Third Avenue North · Yorkton, Saskatchewan · S3N 2W3 · Phone 306-786-1700 · Fax 306-786-6880 · www.yorkton.ca

Applications are considered in accordance with the Show Home Rebate Program Policy 10.20

#### Eligibility Conditions

To be eligible:

- The applicant must have constructed at least one residential dwelling during the two years prior to submitting an application;
- The applicant must have proven capacity to construct a residential dwelling within a six month period;
- The show home must have a completed interior and exterior and must be appropriately furnished; and
- The show home must be grassed or turfed in the front yard and have a finished hard surface driveway.

Preference will be given to locally-owned businesses.

#### Applicant Information

Company Name			
Applicant Name			
Mailing Address			
Phone		Email	

#### Show Home Information

Show Home Legal Address	Lot		Block		Plan	
Show Home Civic Address						
Estimated Completion Date						
Proposed List Price						

- ➔ To expedite the application process, include as much information as possible about the proposed build, including budget and estimates by a professional estimator, contractor, engineer, architect or qualified design professional and proposed site plans, architectural plans, renderings or mock-ups, and photos of similar works and proposed materials.

#### Acknowledgement

As the authorized applicant or business owner(s), I understand that this application is subject to final approval by the City of Yorkton and am aware that rebates are not available until such time approval is secured and agreement is executed.

If approved, I understand that the City will authorize rebate payment only after substantial construction completion (90 days after City approval of the vapour barrier installation).

Attachment 2, continued



SHOW HOME REBATE PROGRAM APPLICATION

Box 400 · 37 Third Avenue North · Yorkton, Saskatchewan · S3N 2W3 · Phone 306-786-1700 · Fax 306-786-6880 · www.yorkton.ca

\_\_\_\_\_  
Name (printed)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

➔ Please submit applications to the Business Liaison via email ([econdev@yorkton.ca](mailto:econdev@yorkton.ca)) or in person at City Hall, 37 Third Avenue North, Yorkton.

The personal information being collected on this form is for the purpose of processing and acting upon this application in accordance with Show Home Rebate Program Policy 10.20 and is protected by the privacy provisions of *The Local Authority Freedom of Information and Protection of Privacy Act*. If you have any questions about the collection, use and disclosure of your personal information in this process, please contact the City Clerk for the City of Yorkton at 306-786-1717.

**For Office Use**

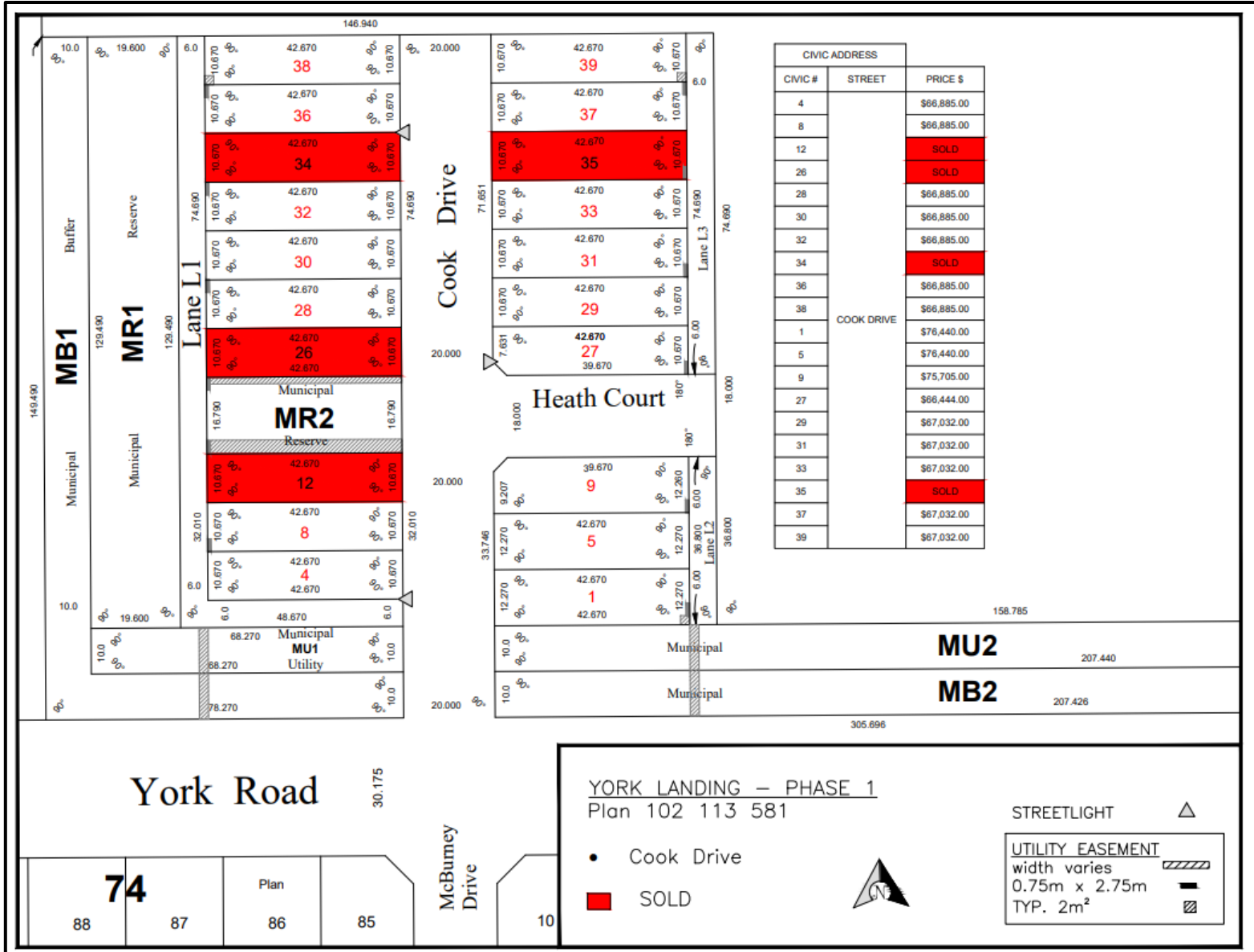
Date Application Received		Date Approved	
Lot Price		Rebate Amount	
Notes			

**Approved for Issuance:**

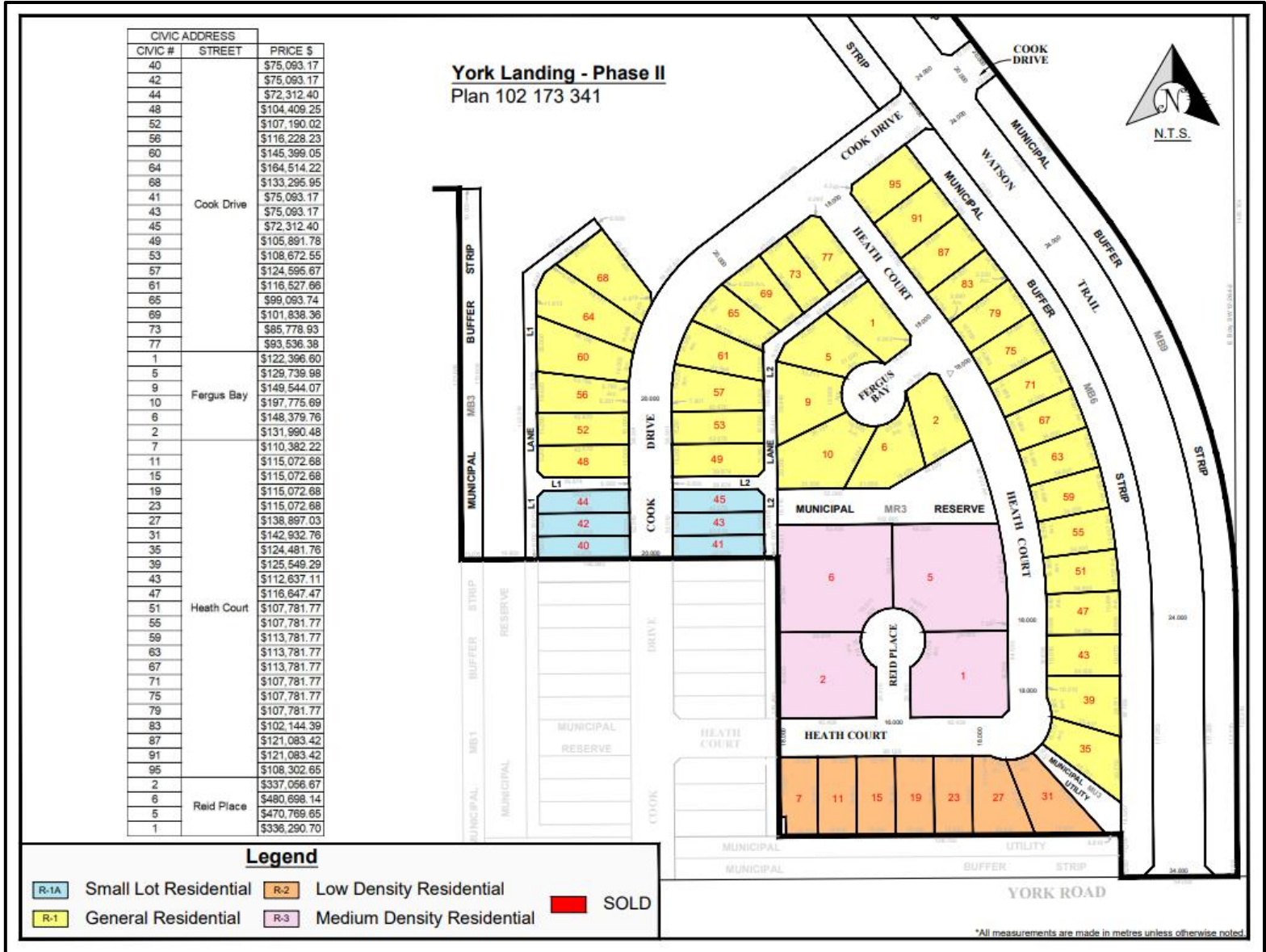
\_\_\_\_\_  
Business Liaison

\_\_\_\_\_  
Date

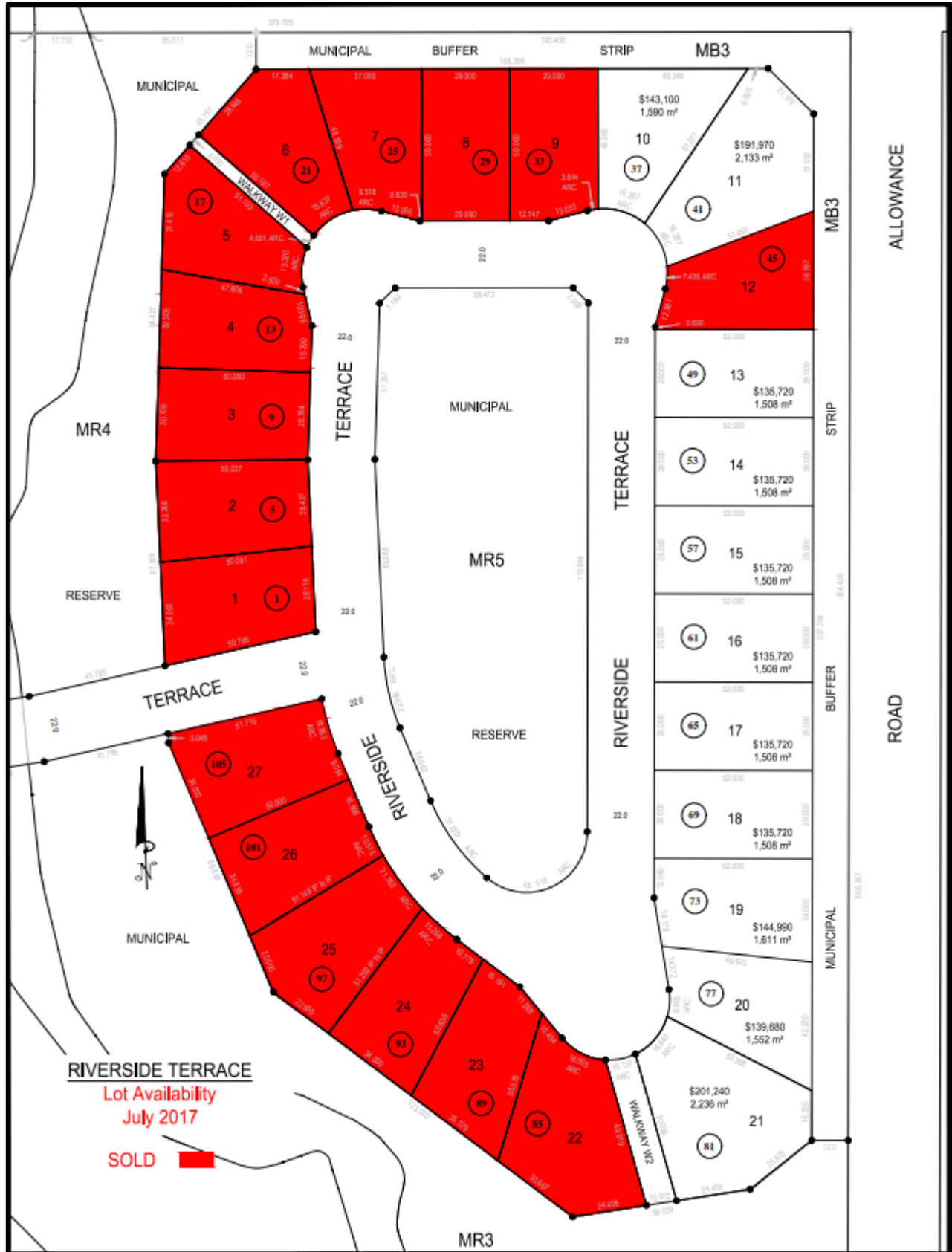
### Attachment 3



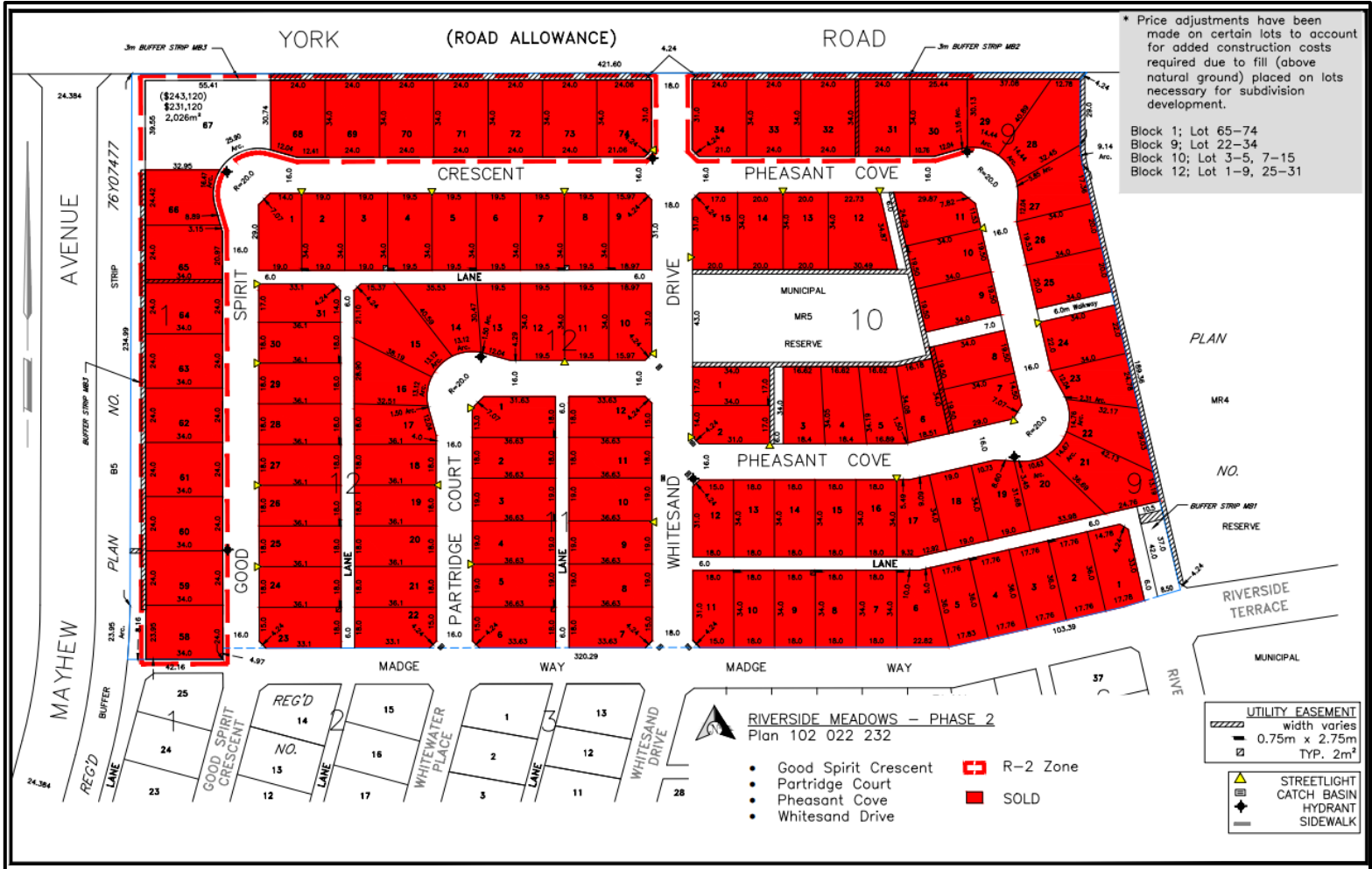
Attachment 4



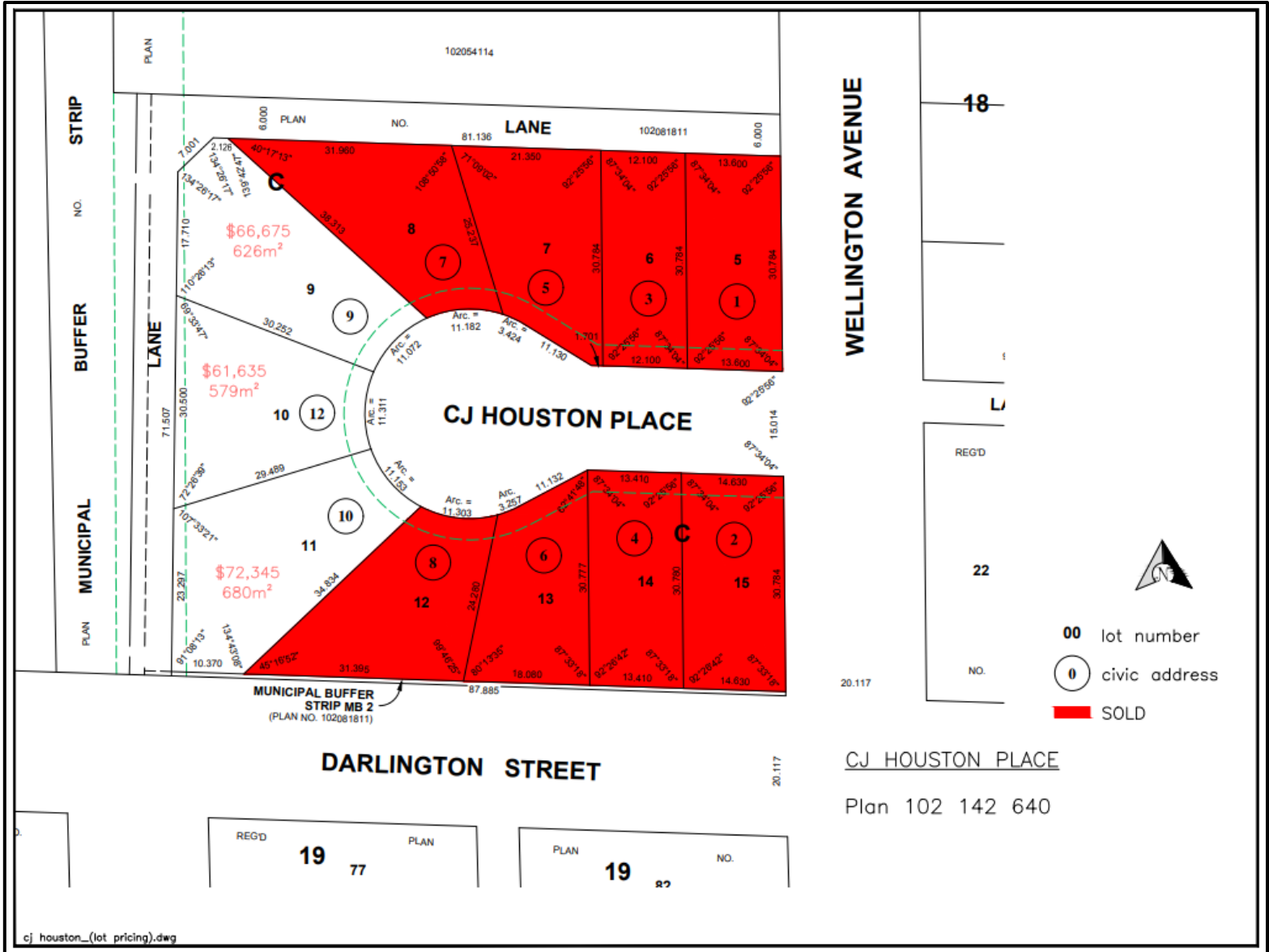
Attachment 5



# Attachment 6



Attachment 7



cj\_houston\_(lot\_pricing).dwg



TITLE: <b>Deer Park Golf Course Naming Request</b>	DATE OF MEETING: <b>October 2, 2023</b>
CLEARANCES:  <b>Taylor Morrison</b>  Taylor Morrison, Director of Recreation and Community Services	REPORT DATE: June 5, 2023  ATTACHMENTS:  #1 - Yorkton Cross Country Ski Club Deer Park Naming Change Request
Written by: Julia Schofer, Recreation Coordinator  <b>Julia Schofer</b>	
Reviewed by: Jessica Matsalla - City Clerk  <b>Jessica Matsalla</b>	
Approved by: Lonnie Kaal - City Manager  <b>Lonnie Kaal</b>	

### **BACKGROUND**

At the April 24, 2023 regular meeting of City Council, the Yorkton Cross Country Ski Club presented a request to rename the Deer Park Golf Course to become the *Deer Park Golf Course & Nordic Centre*. At the conclusion of the Ski Club presentation, City Council referred the request to the Recreation & Community Services Committee for review and input and requested Administration to report back to Council with their findings.

The Recreation and Community Services Committee met in June 2023 where the Ski Club's presentation and request was shared with the Committee. The Committee was in favour of exploring the renaming and requested that a search of golf courses who also provide skiing activities be conducted to review their naming conventions and branding protocols.

### **DISCUSSION/ANALYSIS/IMPACT**

The City and the Yorkton Cross Country Ski Club have maintained a positive working relationship over the last 50 years and the Ski Club has utilized Deer Park since the Club's inception. The Ski Club provides all trail maintenance and grooming during the winter months, and in turn the City has not historically charged the Club rent for the clubhouse for their activities. Although the Club was responsible for general janitorial and maintenance of snow and ice on sidewalks at the old clubhouse, a formal agreement regarding the operations at the new clubhouse has yet to be determined, and will need to consider other factors such as special events and rentals, the Club's own events, and year-round operations of the restaurant.

Research was conducted to see what other golf courses in Saskatchewan, Manitoba and Alberta do when it comes to Nordic activities at their respective golf course locations, and how those locations are named and marketed. The following communities and resorts were identified as having Nordic activities taking place at their golf courses:

<b>Alberta</b>	<b>Saskatchewan</b>	<b>Manitoba</b>
Calgary	Candle Lake	Portage La Prairie
Camrose	Elk Ridge	Morden
Edmonton	Saskatoon	Steinbeck
Red Deer	Humboldt	Selkirk
	Pierceland	Winnipeg

These locations all have some form of Nordic activities taking place at their golf courses or within the vicinity of the course. Looking at both provincial golf memberships and provincial Nordic memberships, no golf course brands their location to be a “Nordic Centre”. However, the organizations that manage the Nordic operations and programs of those facilities look after the branding and marketing of their programs through their own communication channels by having separate social media accounts, websites and direct contact information that clearly states their “home base” is at a specific golf course.

Some work to promote Deer Park as both a golf course and winter facility is already under way. Currently, there is no highway directional signage pointing in the direction of Deer Park, either as a golf course or as a winter destination. Administration is working with the Ministry of Highways to install signage near the entry to Deer Park identifying the facility name and utilizing standard highway symbols for both golf and cross country skiing. Costs for this new signage is roughly \$3,000, and would be expensed to the golf course operating budget.

### **FINANCIAL IMPLICATIONS**

If a total renaming of the golf course is directed there will be added costs for the rebranding. This would include course signage, score cards, branded clothing, website, and other elements currently showing the *Deer Park Golf Course* name. Additionally, changes to the large feature sign on the exterior of the clubhouse should also be considered to reflect the addition of “& *Nordic Centre*”. An estimate from the supplier of the feature sign indicated that this addition would be quite costly, as the current wording and logo would need to be removed, followed by all of the metal siding so that holes could be drilled for the additional electrical wiring for the new lettering, then have everything re-installed. Several different contractors would be required to complete this so a firm quote is difficult to determine, although it is estimated to be between \$20,000 to \$50,000 depending on if the removed metal siding could be reused.

Alternative options to the feature sign lettering also exist, including magnetic lettering for “& *Nordic Centre*”, at a cost of \$4,000.00. However, these letters would not be illuminated like the existing lettering. Solar powered options may be available, but would need to be further investigated as solar powered lettering may not be bright enough given the reduced sunlight during the winter months. Ground based flood lights are another option that can be considered, but may diminish the already existing built in lighting of the feature sign.

A hybrid naming model could be considered which would market the facility according to the season (summer for golf, winter for Nordic), which would reduce the financial costs of a total rebranding. Changes to the large feature sign utilizing the magnetic lettering options could still be completed, however total rebranding of the golf materials and merchandise would not be needed as the facility would still be marketed as the *Deer Park Golf Course* during the summer, and then as the *Deer Park Nordic Centre* during the winter.

## **COMMUNICATION PLAN/PUBLIC NOTICE**

For any rebranding or name change, Administration will go through the appropriate steps to make our digital footprint (website, social media, digital advertising, etc.,) reflect the decision made. These changes may include:

- Revising the design of the *Deer Park* website to include the promotions of winter activities.
- Revise and update logos used in marketing and promotions locally and across the province.
- If required, bring in new products and materials with the updated name including paper materials, posters, other permanent signage throughout the golf course and clubhouse.
- Work with the Golf Services Contractor to phase out any merchandise with the current branding of *Deer Park Golf Course* while implementing merchandise with the updated name should a total rebranding be desired.

If a total name change or rebranding occurs, direct communication will be provided by Administration to all users and clubs connected to Deer Park. This includes current contractors, golf clubs, and the Yorkton Cross Country Ski Club, prior to an announcement of the formal launch date of the new branding. Notice will be provided to the public on the rebranding to better inform that Deer Park is a year-round facility through the City of Yorkton website, Deer Park's website and the social media channels associated with Deer Park.

## **STRATEGIC PRIORITIES/OCP/COMMITTEE RECOMMENDATIONS**

The Recreation & Community Services Committee reviewed this report and discussed the Deer Park naming request at the September 20, 2023 meeting. The committee was in favour of a hybrid marketing structure and passed a motion to recommend to Council option three listed below.

## **OPTIONS**

1. Maintain the current naming of *Deer Park Golf Course* year round, and remain status quo with off-season marketing of winter activities at the *Deer Park Golf Course*.
2. A complete renaming of the *Deer Park Golf Course* to be *Deer Park Golf Course & Nordic Centre*, which will include replacing building and course signage, revising and updating logos and branding on golf materials and merchandise, and develop marketing and branding initiatives for both summer and winter seasons with implementation to begin for the 2024 golf season.
3. Approve a hybrid marketing and advertising campaign that promotes the *Deer Park Golf Course* during the golfing season, and the *Deer Park Nordic Centre* during the winter season; with physical signage to reflect both names in place all year long, and implementation to begin this upcoming winter season.
4. Other direction as given by Council.

## **ADMINISTRATIVE RECOMMENDATION**

**That Council approve a hybrid marketing and advertising campaign that promotes the *Deer Park Golf Course* during the golfing season, and the *Deer Park Nordic Centre* during the winter season; with physical signage to reflect both names all year long, and implementation to begin this upcoming winter season.**



Ray Bailey  
President, YCCSC  
45 5th Ave N.  
Yorkton, SK  
S3N 0Y9

March 15, 2023

Darcy McLeod  
Director of Recreation & Community Services  
City of Yorkton

Re: Name Change Proposal

Dear Darcy,

On behalf of the Yorkton Cross Country Ski Club, we would like to propose the new clubhouse be formally called "Deer Park Golf Course and Nordic Center". This name truly reflects the year-round use of this new facility.

Over the years, the Yorkton Cross Country Ski Club has been a self-sustaining club that has provided the people of Yorkton and area a winter sport and recreation area that is open the other six months of the year. We feel that the Yorkton Cross Country Ski Club should be recognized for its dedication to providing XC ski trails to all local skiers. Incorporating "Nordic Centre" into the name would also allow for better exposure and awareness of the club which would result in more residents benefiting from this recreation amenity.

The Yorkton Cross Country Ski Club had used the former club house for well over 15 years. The club housed its ski rentals, waxing stations, club events, youth programs and adult ski lessons, and club meeting room. Along with the on-site garage where we store the snow machine, groomer and summer ski storage, the club is looking forward to resuming its activities in the new club house in the fall.

Cross country ski trails at Deer Park have been laid on the golf course for well over 50 years. From volunteers using their own snow machines while dragging bedsprings and steel plates, to today's modern 2022 Yamaha K540 snow machine, the club continues to invest time and money into recreation at Deer Park.. Our 2012 Tid-tech snow groomer and track setter have Yorkton's Cross-Country Skiers looking forward to well groomed trails at Deer Park. Trails are set on a weekly basis. Many hours are required to lay down both skate and classic ski trails into 3 loops totaling 7kms. Next winter the club plans to incorporate an additional trail that will attract snowshoers and fat bike riders.

YCCSC Youth Program teaches skiing to children starting at 3 years old to young adults. The program is in its sixth year and averages approximately 32 to 40 children a season. This year the Yorkton Club sent 6 skiers to the Sask Winter Games and Parkland Valley proudly brought back 4 medals. The Saskatchewan Cross Country Ski Association has its sights on Yorkton to host future Sask Cup Events, Provincial Races and Sask Winter Games. The new facility will be an ideal venue for hosting these events and being able to have the staging area right outside the doors will make a perfect viewing area. The club is looking forward to bringing these ski competitions to Yorkton and to show off our multi-functional club house.

Historically, the YCCSC has taken over the clubhouse in November till the end of March. Over the past two years the club has adjusted to the challenges of the pandemic and the closure of the old club house, yet the trails remained busy both day and night. The club has continued to see a strong interest in cross country skiing for all ages. With snowshoeing, tobogganing, and XC skiing at Deer Park during the winter and golfing during the summer months, the need for a year-round food service provider may attract more tenders for the job.

YCCSC is proud of what we have accomplished over the years and what we have provided for the community, and we continue to plan for a strong future. The meeting room that is designated as the YCCSC room in the new club house will enable us to bring into reality these plans and more.

On behalf of all the members of the Yorkton Cross Country Ski Club we want to make a formal appeal to the City of Yorkton to incorporate the title of the new club house to be named "Deer Park Golf Course and Nordic Center."

With the opening of the new club house scheduled for this coming golf season, we realize that this request may be a little late in coming but we do hope that the City of Yorkton will consider this name change. We would be happy to make a formal presentation to council if needed, if not, then we ask for confirmation of this proposal being considered and the council's response to it. Respectfully, Yorkton Cross Country Ski Club looks forward to a positive reply.

I can be contacted at [ray@baileysfuneralhome.com](mailto:ray@baileysfuneralhome.com) or by calling [REDACTED] Thank you for your time and consideration.

Regards,



Ray Bailey  
President  
Yorkton Cross Country Ski Club