

**COMMUNITY AND PROTECTIVE
SERVICES COMMITTEE
REPORT 26
27 SEPTEMBER 2017**

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**COMITÉ DES SERVICES
COMMUNAUTAIRES ET DE
PROTECTION
RAPPORT 26
LE 27 SEPTEMBRE 2017**

**EXTRACT OF DRAFT MINUTES 26
COMMUNITY AND PROTECTIVE
SERVICES COMMITTEE
21 SEPTEMBER 2017**

**EXTRAIT DE L'ÉBAUCHE DU
PROCÈS-VERBAL 26
COMITÉ DES SERVICES
COMMUNAUTAIRES ET DE
PROTECTION
LE 21 SEPTEMBRE 2017**

SPONSORSHIP NAMING RIGHTS – CENTREPOINTE THEATRES

ACS2017-PIE-EDP-0034

COLLEGE (8)

**That the Community and Protective Services Committee recommends
Council:**

- 1. Approve naming the Centrepointe Theatres as the Meridian Theatres at Centrepointe;**
- 2. Authorize \$200,000 of the revenue of the naming rights proposal from Meridian to be used for capital and operating improvements at the theatres as detailed in this report; and**
- 3. Authorize the General Manager, Recreation, Cultural and Facility Services to finalize and execute the naming rights agreement related to the theatres.**

The Committee heard from one delegation:

Angela Dzinis – Alterna Savings – She commented that Alterna Savings has been involved with the community for over 100 years and they were rather surprised that they had not been approached for this sponsorship. They had only recently heard of this through the published meeting notification and agenda items. They are prepared to examine other sponsorship possibilities.

The Committee members inquired into the process used for the sponsorships and where the money is used. Councillor Egli noted that the Nepean Sportsplex has yet to

have a sponsor. Dan Chenier, General Manager, recreation, Cultural and Facility Services Department explained the process and policy and where the monies go. In the case of Centrepointe Theatre some monies are used to upgrade the facility. Councillor Chiarelli detailed the reason why Meridian Credit Union was the ideal sponsor name. It is hoped that the City will make these sponsorship opportunities more widely known and communicated.

The report recommendations were CARRIED as presented.