



Task Force Report

Strategic Priority:

- ☒ Resident Satisfaction
- ☐ Local Business Growth and Sustainability
- ☒ Infrastructure Improvements
- ☒ Resident Attraction and Retention
- ☐ Municipal Service Delivery Excellence and Performance

To: Members of Council
From: Pool Fundraising Task Force
Meeting Date: September 17, 2025
Subject: Pool Reserve Fund and Task Force

Purpose

To recommend utilization of funds in the Pool Reserve Fund and transformation of the Task Force.

Background:

On February 19, 2025, Council passed resolution *RC/02/19-5-2025* to permanently close the Madoc Pool.

On March 19, 2025, Council passed resolution *RC/05-19-3-2025* ratifying a March 5, 2025 Closed Meeting Session decision to reaffirm *RC/02/19-5-2025* and direct Staff that the municipality will not build, operate or accept new donations for a new pool.

The Pool Reserve Fund current holds approximately \$185,518.39 comprised of:

- \$132,753.84 from donations:
 - \$35,878.39 from identifiable donors
 - \$96,875.45 from unidentifiable donors.
- \$52,764.55 from municipal contribution(s).

The March 19, 2025 Staff Report from the CAO/Clerk entitled 'Madoc Pool Update' stated:

"Municipal staff are developing a facilitated engagement session with the Madoc Pool Task Force and Redbrick Communications to discuss alternative uses for funds raised and re-evaluate recreational priorities, ensuring that community needs guide future investments. Staff have begun to correspond with the Madoc Pool Task Force. The Madoc Pool Task Force will be responsible for providing recommendations to Council on how to proceed. They may consider a variety of options during the engagement session. This may include reallocation of resources or external partnerships outside the

municipality etc. Once the meeting has taken place an update will be provided to Council and the Public.”

Further, the Report states:

“Citing all of the reasons above, it is confirmed that a new municipal built, and municipal operated pool is not an eligible item for the list of options that Council will consider when hearing from the Task Force or community about redirecting funds or continuing fundraising”

Comments:

Public Engagement

With consultation of the Pool Fundraising Task Force, Redbrick Communications conducted a public survey to assist the Pool Fundraising Task Force to provide informed recommendations to Council. With 439 respondents, this survey (see the attached *Madoc Pool Task Force – Public Survey*) engaged respondents across a number of demographics and provided significant insight such as:

- Just 30% were in support of using the pool reserve fund for other existing parks and recreational projects instead of a pool;
- 77% indicated they want a pool in Centre Hastings.
- ‘Pools, beaches & splash pads’ was ranked the most important recreational amenity category and 75% also indicated it was the activity most enjoyed.
- ‘Lack of a Community Pool’ was strongly indicated as a barrier to accessing parks and recreational amenities;
- 16% indicated they do not travel to neighboring communities to use parks and recreation facilities.

The Pool Fundraising Task Force met on June 16, 2025 to review and discuss the survey results and subsequently met on July 28, 2025 to determine recommendations:

Exploring Regional and/or Collaborative Pool Development Opportunities

Noting the significant capital costs, operational costs and logistics surrounding operating a seasonal outdoor pool, the Task Force recognizes and respects Council’s direction not to unilaterally own or operate a recreational pool.

Based on community feedback, it is the Task Force’s recommendation that options are explored for a regional and/or collaborative approach to a pool project. Examples exist of recent successful recreational pool projects which leveraged the strengths of regional and/or cross-sector collaboration in order to make affordable community recreational investments. These amenities are sustainable, year-round and provide numerous direct and indirect benefits to community health and vibrancy. Notable examples include:

- The Municipality of Trent Hill’s Sunny Life Recreation & Wellness Centre;
- Loyalist Township’s W.J. Henderson Recreation Centre Renewal Project; and
- West Parry Sound’s Recreation and Cultural Centre.

As the mandate of the current Pool Fundraising Task Force is no longer relevant, it is proposed that Council rename the Task Force to the Pool Collaboration Task Force and approve the amended draft Terms of Reference to provide a specific mandate to identify regional and/or collaborative pool development opportunities along with steps to get started (i.e. paths forward).

Use of Funds

With the proposed exploration of regional and/or cross-sector collaborative opportunities by the Task Force, it is proposed that, for a period of five (5) years, the funds in the Pool Reserve Funds remain intact and available for investment in a feasible, approved collaborative public and/or not-for-profit led pool infrastructure project.

It is understood that donations from identifiable donors may be refunded upon request due to the change in direction from the intended fundraising purpose.

Financial Impact:

Identifiable donors may request refunds of donations totalling \$35,878.39.

Attachments:

Redbrick Communications. (2025, May). *Madoc Pool Task Force – Public Survey*.

Recommendation:

THAT the report from the Pool Fundraising Task Force entitled, 'Pool Reserve Fund and Task Force' be received

AND THAT Council directs that the donations (absent refund requests from identifiable donors) and municipal contribution(s) in the Pool Reserve Fund remain intact and available for investment in a feasible, approved collaborative public and/or not-for-profit led pool infrastructure project(s) for a period of five (5) years, after which the use of any remaining funds shall be reconsidered.

AND FURTHER THAT Council amends the name of the Pool Fundraising Task Force to the Pool Collaboration Task Force and approves the Pool Collaboration Task Force Terms of Reference.

AND THAT Council appoints **(Member of Council here)** to the Pool Collaboration Task Force.