Thank you for your feedback.

For more information please visit: squamish.ca/sc-revitalization



Or contact: Shannon Goetsch sgoetsch@squamish.ca 604.848.6896



Please leave your workbook with us or return to: Brennan Park, Seniors' Centre, by 12 p.m. March 3.

The project team will be reviewing input received and finalizing recommendations in April 2017.

Additional thoughts you would like to share with us?					



SENIORS' CENTRE REVITALIZATION PROJECT

The Seniors' Centre Revitalization Project Team and the District of Squamish Recreation Services are seeking feedback from the community to assist in developing a strategy to increase visitation and utilization of the Squamish Seniors' Centre.

Our goal is to create an active, vibrant centre that meets the needs of our community while staying true to the value of enhancing the lives of older adults.



Project Team. **DRAFT RECOMMENDATIONS.**

FOOD SERVICES

Work with the food service provider to engage customers on a regular basis to identify preferred menu choices. Continue to offer diverse menu choices which should include a variety of healthy options as well as options for those on restricted diets. Healthy Choices should be easily identified on the menu.

Share your feedback.

In terms of "Food Services" what would you like the Project Team to consider as the recommendations are refined? Do you have any suggestions? What are you excited about?



Project Team. **DRAFT RECOMMENDATIONS.**

MARKETING AND COMMUNICATIONS

Explore the development of a sponsorship program e.g. for room naming and ensure that the rooms at the centre are part of the District of Squamish rental pool. Invite Senior service providers to utilize spaces either by renting or through exchange for services.

Develop and implement a comprehensive and targeted marketing and communications plan that will address the most requested means of advertising to reach the broader community across age groups. Consider partnering with other groups, businesses, organizations, and neighbouring residents to broaden the marketing reach. Improving the image and the branding of the centre should be included in this plan.

Share your feedback.

to consider as the recommendations are refined? Do you have any suggestions? What are you excited about?				

Project Team. **DRAFT RECOMMENDATIONS.**

ADMINISTRATION

Provide ongoing support to the Squamish Seniors' Centre Society.

Share your feedback.

to consider as the recommendations are refined? Do you have any suggestions? What are you excited about?				

Project Team. **DRAFT RECOMMENDATIONS.**

FACILITY / FACILITY HOURS

Update the look and the décor of the interior of the facility to create an active and vibrant feel that is both welcoming and comfortable. Improve the flow of social spaces where users can engage/socialize in both small and large numbers, as well as spaces that are suitable to reading or working on one's own.

Address alternative transportation options to the centre.

Re-name the centre.

Update current parking plan to optimize the use of dedicated parking spaces and educate users on parking space availability. Develop directional signage.

Improve signage for way finding purposes to direct users to the centre. Signage should include an improved image of and branding for the centre.

Expand the hours of the facility to be open for programs during evenings and weekends. Retain programming commitment to seniors from 9 a.m. to 4 p.m. Monday through Friday and open the centre during other times with a focus on arts and cultural programming.

Update current parking plan to optimize the use of dedicated parking spaces and educate users on parking space availability. Develop directional signage.

Share your feedback.

In terms of "Facility / Facility Hours" what would you like the Project Team to consider as the recommendations are refined? Do you have any suggestions? What are you excited about?					

Project Team. **DRAFT RECOMMENDATIONS.**

PROGRAMMING

Expand program offerings to ensure diversity in subject matter. Offer programs which focus on: visual and performing arts (music, cooking, dance, arts), health and wellness (physical and mental), social opportunities and events, education, intergenerational connections.

Host social events for seniors' and the broader community where food and alcohol (on occasion) are offered.

Integrate diverse cultural perspectives into programming and offer programs that appeal to a broad range of cultural backgrounds in our community.

Offer a variety of affordable and/or free programs.

Develop a volunteer program with the goal of supporting and encouraging volunteerism at the centre.

Share your feedback.

In terms of "Programming" what would you like the Project Team to consider as the recommendations are refined? Do you have any suggestions? What are you excited about?					
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