



MUNICIPALITY OF THAMES CENTRE

REPORT NO. CS-008-24

TO: Mayor and Members of Council
FROM: Director of Community Services and Facilities
MEETING DATE: May 13, 2024
SUBJECT: Lions Senior Centre – Name Change

RECOMMENDATION:

THAT Report No. CS-008-24 **BE RECEIVED** for information.

PURPOSE:

The purpose of this report is to advise Council of the intention to change the name of the “Lions Senior Centre” to the “Lions Active Living Centre”, upon the grand opening of this renovated space later this year.

BACKGROUND:

There has been a growing trend for Senior Centres to change their names. Centres have been removing the word “Senior”, with common replacements including “Active Living”, “Active Aging”, “Activity Centres”, along with other less popular alternatives. This move was at least partially influenced by the Government of Ontario’s passing of the *Seniors Active Living Centres Act* in 2017.

COMMENTS:

This name change will provide reinforcement of Thames Centre’s “Active Living” Strategic Plan Pillar.

Timing is a key consideration for this name change. With the renovation scheduled for completion in just under three months, new external signage for the “Lions Senior Centre” must be ordered as soon as possible. If the name remains for now, and is changed later, there would be the additional expense of replacing/updating any signage referencing the previous name.

The Dorchester Lions Club was consulted regarding this potential name change and are in complete support of updating the name to the “Lions Active Living Centre.”



The initial thought is to unveil this new name at the grand opening for the renovated facility. This will allow time for staff to be ready to plan for the coordinated update to newsletters, email blasts, the website and beyond.

With the minimum age requirement to become a member of the Lions Senior Centre being 50, removing the term “Senior” from this portion of our facility and from the associated programs and events may very well attract additional participants and members.

FINANCIAL IMPLICATIONS:

This name change will have no impact on the budget, as the new “Senior Centre” requires all new signage in any event.

STRATEGIC PLAN LINK

Pillar: *Active Living*

Goal: *Increase the accessibility and programming of recreational services, especially to community youth and seniors*

CONSULTATION:

Karen Gress, Senior Centre Coordinator

Gord Gurmin, President, Dorchester Lions Club

REFERENCES:

None.

ATTACHMENTS:

None.

Prepared by: S. MacDonald, Director of Community Services & Facilities

Reviewed by: D. Barrick, Chief Administrative Officer