



**YMCA-YWCA OF NORTHEAST AVALON  
NEW CHES PENNEY FAMILY Y  
FREQUENTLY ASKED QUESTIONS  
UPDATED 21 MAY, 2010**

Most Recent

Q. How do I get regular updates?

A. Go to our website [www.ynortheastavalon.com](http://www.ynortheastavalon.com) and click on “Ches Penney Family Y”, new photographs and information are posted regularly, you can also sign up for e-newsletters or join our Facebook group from the website.

Q. What will the membership fees and categories at the new Y?

A. In preparation for opening, fees and categories will be introduced in the fall of 2010. Naturally, fees will increase as the value of the programs and services we provide increase. In general, we will continue to have all-inclusive monthly membership fees, family membership fees, and more options including “plus” membership for adults to use adult-only change rooms with increased amenities. Swim lessons will be included in membership fees.

Q. What is “plus” membership?

A. The new Y will have five change rooms – 2 general (male and female, all ages), 1 family/special need (both genders, all ages), and 2 plus change rooms (male and female, adults only). The plus change rooms will appeal to members 18+ who want a lounge area, sauna, and other amenities such as razors, a variety of soaps/shampoos/conditioners, television, telephone, iron and ironing board, and newspapers. There will be an additional fee for membership plus.

Q. Will the Y be investing in new equipment for the conditioning centre at 34 New Cove Road?

A. While we constantly purchase some new program equipment such as mats and BOSUs, and regularly repair or preventively maintain cardio and strength equipment, our capital resources are focused on building and equipping the new Y at this time. We have been able to maintain a very low level of down time on the current equipment which is now just over four years old. Some strength equipment will be moved to the new building, cardio equipment will be replaced.

Q. How do I sign up for child care at the new Y?

A. This information will be available in fall 2010. Parents are welcome to add their children to our child care waiting list at any time.

Q. Why are information sessions held at other Y locations, but not at 34 New Cove Road?

A. As principles, we will not cancel programs to hold meetings, and we also want meetings to be at times that are convenient for people to attend. Presently, space at 34 New Cove Road is limited.

Q. Why did the corporate office move out of 34 New Cove Road?

A. The corporate office moved to share space with one of the Y employment and enterprise programs in order to create space at 34 New Cove Road for member programs including new healthy active programs for children and youth. The move also allowed us to expand our licensed child care to be able to serve 60 children and families by September, 2008. This move is temporary and the corporate office will be in the new Y. The health programs at 34 New Cove Road and at the Mount Pearl Y are managed by Senior General Manager Sherry Thompson, and the child care programs – both on site and throughout the region – are managed by General Manager Olga Sullivan. The CEO, Finance Director, and Development Director are at Regatta Plaza II providing support and focusing on the campaign and new building project.

Q. When will there be more information about the project for program members, participants, and the general public?

A. Throughout the negotiations for the land and the sale of 34 New Cove Road, we have naturally had to be very cautious and private. While we have been consulting widely with members through surveys, focus groups, and meetings, now that the land is finalized and the building has been sold, we will provide regular updates on the progress of the project accessible on our website. Our most recent information sessions in September, 2009 and May, 2010 were very helpful as we continue to consult and communicate during this time of significant change. We'll schedule two information sessions a year as another way to keep people up to date, answer questions, and seek feedback.

Q. What are the next steps?

A. In recent months several very important milestones have been reached in the achievement of our Association's strategic plan and specifically related to the capital project:

- Construction has started on the new Ches Penney Family Y at 35 Ridge Road, it is set to open in early 2011
- 34 New Cove Road has been sold, and we will remain as tenants until we can move into the new Y
- We have raised over \$7.5 million of the \$8.6 million we need to raise in the Y Strong Families Campaign
- We still have a lot of work to do on the fundraising campaign which is quietly ongoing
- Milestones will be announced as appropriate and construction updates are available on our website

Q. What if I have more questions?

A. Call President and CEO Jason Brown at 709-726-9622 ext. 241 or e-mail [jbrown@ynortheastavalon.com](mailto:jbrown@ynortheastavalon.com)

### History

Q. How long has a new Y been in discussion?

A. The Board of Directors, with the support of YMCA Canada, first started considering the options for asset renewal in 2004. The new building will be at least the sixth main location for the Y in our communities since 1854 and will allow us to serve many more people. 34 New Cove Road represents about 20% of the activities of the Association.

Q. Why do we need a new Y?

A. There are several reasons – our charity's current building at 34 New Cove Road is approaching 30 years old program spaces are less flexible and relevant than they need to be, re-investment required to bring the building back up to standard will cost several million dollars. The current building is not wheelchair accessible.

Also, there is no room for expansion on our present building site, and as programs continue to grow we need more space to continue to provide the positive, values-based Y experiences our communities need in health, child care, and employment programs.

We also have a number of programs in off site or rental locations, as well as our corporate office, which we will move into the new building to take advantage of the efficiencies offered by being under one roof. The 2006 member survey also shows low satisfaction with our present facility.

Q. Why has the Y invested capital in 34 New Cove Road in the past couple of years?

A. We have invested as little as possible in the actual building and focused investment on moveable equipment and a new IT system. The investments in the building are largely cosmetic, intended to add more program space, or to repair certain deficiencies such as the lower roof. All investments made make the short term continued operation of 34 New Cove Road viable.

Q. What will be different about the new building from the current building?

A. The new building will be larger, and it will include an aquatics centre and family change rooms. Our Y is one of the only Ys in Canada without an aquatics centre. The new building will also have space to accommodate some of our waiting lists in child care, our employment programs currently in rental spaces, and our corporate office currently in a rental space. The new building will also incorporate many environmental and energy saving design elements to keep operating costs as low as possible. The location in Pippy Park will allow us to do an outdoor day camp right in the city.

Q. How was the decision made to start the process to build a new Y?

A. The Board of Directors elected by the voting membership approved in 2006 a strategic plan that includes program and facility development as a key strategic direction. Based on the 2005 study of our present building and a site selection study, the Board of Directors decided to attempt to acquire 4.5 acres at the corner of Ridge Road and Higgins Line in Pippy Park. The Pippy Park Commission approved our request in January, 2007 and after many months of negotiation the City of St. John's purchased the land to deed to the Y in 2008.

Q. How will the new project be funded?

A. The City of St. John's has agreed to contribute \$1.5 million to the project and the provincial and federal governments combined have invested \$3 million. We are also in a fundraising campaign to raise funds from charitable gifts towards the project. The remainder will be funded by a combination of the proceeds from the sale of 34 New Cove Road, Y investments, and financing.

Q. Has a business plan been done showing the new building is needed and viable?

A. Yes, the Board of Directors takes its legal responsibility in the governance of the Association very seriously and requires a high level of due diligence by staff. An important part of the application process to provincial and federal governments includes an extensive detailed business plan. Backed by telephone surveys, our plan shows a very high level of support for the new Y. The capital and operating plans are also based on conservative estimates that result from

our surveys. The plan also details a study done on the economic benefit to our communities that would result from this project – the contribution to GDP over the first 5 years is estimated at \$50.2 million.

Q. What will happen with 34 New Cove Road?

A. 34 New Cove Road has been sold to Killick Capital, and we will remain as tenants until we can move into the new Y, now that the renovations are complete City Stars Basketball will be joining us in the building and we will be sharing some program spaces.