



## The Corporation of the Town of LaSalle

<b>Date</b>	June 22, 2017	<b>Report No:</b>	R & C 07-17
<b>Directed To:</b>	Council	<b>Attachments:</b>	
<b>Department:</b>	Culture and Recreation	<b>Policy References:</b>	
<b>Prepared By:</b>	Director of Culture and Recreation		
<b>Subject:</b>	Additional Nutritional		

### RECOMMENDATION:

That the report from the Director of Culture and Recreation dated June 22nd, 2017 (C&R 07-17) regarding the partnership with Additional Nutritional at the Vollmer Fitness Centre BE APPROVED;

AND THAT staff be directed to coordinate a Health Expo Day to promote wellness services available in our community and highlight elements of the Vollmer Complex and Fitness Centre for residents;

AND FURTHER THAT Council support staff coordinating the promoting of the Health Expo and fitness services through social media, town website and in the activity guide to educate our residents on the opportunities available in LaSalle.

### REPORT:

The Town of LaSalle offers a great service through the fitness centre at the Vollmer. With increased competition in town staff are continually looking for ways to enhance service levels and create unique opportunities exclusive to members in our fitness centre. Included in the Recreation and Culture Departmental Goals and Objectives for 2017 staff committed a focus to create and implement strategies for membership retention and new sales at the fitness centre. A partnership opportunity with Additional Nutritional has been made available to include a focus on nutrition for our members and offer support to obtain healthy lifestyle goals.

The Owner of Additional Nutritional is a member at the Vollmer Fitness Centre and an advocate for healthy living incorporating fitness and nutrition in everyday life. The company has partnerships with over 225 fitness centres internationally, throughout Canada and The United States. He recently presented his business plan and company highlights to the Parks and Recreation Committee offering to partner with the fitness centre and incorporate nutritional guidance, education and support to our membership to enhance service. The Mission of Additional Nutritional is to provide the nutritional knowledge and tools to help communities and

the members of those communities change their lifestyles for the better and for good. As well they aim to customize meal planning, educate, motivate and support the residents and communities they partner with.

The Parks and Recreation Committee supported the presentation and recommended a trial partnership with Additional Nutritional starting in the Fall of 2017. Staff will report back quarterly to the committee on the success of the program and feedback from the members.

The Program is an on-line based website, it provides each participant supports via telephone calls, email support, smartphone application, live chat and motivation provisions through healthy recipes, cookbooks and weekly planning. Each participant is required to fill out a questionnaire that provides specific information back to the nutritional team at Additional Nutritional which allows them to create a weekly menu plan and recommendations for the individual to obtain their goals. They will work together with the staff at the fitness centre to incorporate exercise and cardio into their daily and weekly plans.

For example, a member sets a healthy goal to lose 20lbs. They are required to fill out the profile form and enter their daily exercise, food aversion/allergies, sleep habits, health issues, medical history, stress levels, hydration and food intake which produces a unique profile. A customized plan is created based on their lifestyle and goal addressing calorie count, macro-nutrient breakdown, personal schedule and guidelines. The individual is supported with live chats at anytime, email and weekly phone calls. They receive motivation as progress is tracked and consultations are delivered. The staff at the Fitness Centre are provided free training around the program to offer support and available to provide suggestions and recommendation on fitness to support the members goals. Personal trainers are also available through the fitness centre to enhance results.

The cost is \$297.00 for a 3 month program. The town receives 15% of the registration fee which equates to \$45 of revenue.

Additional Nutritional has also agreed to attend a Health Expo hosted at the Vollmer Complex early September to kick off a focus on wellness for our residents! Staff will host this event as an open house and allow our community to come and explore and interact with various services, supports and professionals from the health and wellness realm. Tables will be set up throughout the Vollmer with representatives on site from various organizations and associations to promote and educate residents on healthy lifestyles and services in a supportive and interactive platform. A report will be presented to Council on the success of the event including data on the success of the Additional Nutritional partnership.

Recreation staff will work with our Communications Officer to create a marketing campaign to promote the Health Expo and new Additional Nutritional partnership available at the Fitness Centre.

  
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**DIRECTOR OF CULTURE AND RECREATION**

Reviewed by:							
CAO	Treasury	Clerks	Env. Services	Planning	Parks & Rec	Building	Fire

