



Moved by: Michael Martin      Seconded by: Joe Halos

THAT the Consent Agenda of March 25, 2013 be adopted as circulated, less any items requested for separate review and discussion, being Agenda Item H.5 Infrastructure and Recreation Committee Report dated March 19, 2013, unanimously Carried.

- Previous Minutes

Moved by: R.J. Gamble      Seconded by: Gail Ardiel

THAT the Council minutes of March 4, 2013, be adopted as circulated, including any revisions to be made, Carried.

## **D. Deputations / Presentations / Public Meeting**

Under the authority of the Municipal Act, 2001 and in accordance with Ontario's Municipal Freedom of Information and Protection of Privacy Act (MFIPPA), The Corporation of the Town of The Blue Mountains wishes to inform the public that all information including opinions, presentations, reports and documentation provided for or at a Public Meeting, Public Consultation, or other Public Process are considered part of the public record. This information may be posted on the Town's website and or/ made available to the public upon request.

### **D.1 Grey Sauble Conservation Authority, John Cottrill, Chief Administrative Officer and Dick Hibma, Chair Re: Conservation Ontario Whitepaper: Watershed Management Futures for Ontario**

Deputy Mayor McKinlay welcomed John Cottrill and Dick Hibma. John spoke thanking Council for an opportunity to speak on behalf of the Grey Sauble Conservation Authority ("GSCA"). John noted there have been changes to the Provincial and Federal Ministries that GSCA works with and expressed concern with the lack of consistent funding.

John noted that Conservation Ontario has prepared the attached White Paper in order to dialogue with the Province.

Dick then spoke noting conservation authorities are being asked to do more by the Provincial and Federal Governments, with fewer and fewer resources being provided. Dick noted that seven federal legislations mandate their work. Dick then spoke regarding the history of conservation authorities.

Dick noted that conservation authorities are in partnership with municipalities and that conservation authorities want to have discussions with the Province on various matters as, to date, they have not had much success. Dick confirmed that a future meeting with the Province will be scheduled when there is an opportunity to meet with Provincial officials, and noted that conservation authorities are seeking the support of municipalities to engage their local Member of Provincial Parliament and local ministries to bring the issue to their attention.

Duncan then thanked John and Dick for their deputation. Councillor Gamble then spoke noting more functions may be downloaded to conservation authorities and that increased funding from municipalities may be sought in the future. Bob noted that The Blue Mountains currently funds 26 – 27% of the Grey Sauble Conservation Authority levy.



Patti then played the Centurion Cycling Event video from 2012.

Councillor Halos spoke thanking Patti for her presentation, noting he is impressed with the research performed to grow The Blue Mountains.

Deputy Mayor McKinlay then spoke thanking Patti for her work in bringing awareness to the area and making this a great tourist region.

**D.3 Ontario Ministry of Agriculture, Food and Rural Affairs, Cheryl Brine  
Re: The Benefits of Conducting a Business Retention and Expansion  
Project**

Deputy Mayor McKinlay welcomed Cheryl Brine of the Ontario Ministry of Agriculture, Food and Rural Affairs. Cheryl then spoke regarding the Business Retention & Expansion (BR&E) project, noting this is an international program that focuses on local business, as new business wants to move to a healthy business area. Cheryl noted that research shows that 80 – 85% of job growth is from businesses already in the community.

Cheryl noted that the BR&E is a series of actions, a volunteer led business visitation program, multi-stakeholder process with capacity building for economic development.

Cheryl then spoke regarding the goals of the BR&E, the benefits of the project and the outcome. Cheryl noted that the BR&E projects are highly regarded in the business community.

Cheryl then spoke regarding the actions required to implement and support the business sector, including workplace and skills development programs, improved business climate.

Cheryl noted that over 200 communities have completed BR&E projects, noting it is a successful program, and noted as it is locally driven increases its credibility.

Councillor Gamble then spoke questioning if the program identifies what the problems are and identifies solutions, and noted that one of the problems local business owners have is the lack of customers. Cheryl spoke in response and noted this will be identified through the program and ways to increase traffic through the door will be part of the action planning.

Councillor Halos then spoke thanking Cheryl for her presentation. Joe noted that the BR&E has a volunteer led visitation program and that the report identifies hiring a coordinator. Cheryl spoke in response noting a staff coordinator will be hired to perform the work and that volunteer visitors will be used. Cheryl confirmed that many communities have the same challenges. Joe questioned if The Blue Mountains could use another municipality's program to determine what can assist in The Blue Mountains, Cheryl replying that local businesses like the face to face interaction, further noting that on-line interviews have failed in the past.

Councillor Martin then spoke commending Cheryl for suggesting this program through OMAFRA. Michael then questioned the steps of the process, Cheryl spoke in response noting through volunteers, the coordinator will meet with businesses to obtain feedback. The data is then entered and the task force committee addresses the issues, with an action-plan analysis. Cheryl confirmed that it could be up to one year before implementation is in full effect, possibly longer.

Deputy Mayor McKinlay thanked Cheryl for her presentation.

#### **D.4 Georgian Triangle Tourist Association (“GTTA”) – Ambassador Program Linda Simpson and Councillor Martin**

Deputy Mayor McKinlay welcomed Linda Simpson to speak on behalf of the GTTA Ambassador Program.

Linda spoke reviewing the mission and vision of the GTTA. Linda noted the GTTA is looking to expand their regional mandate and thanked The Blue Mountains for their support. Linda confirmed that the GTTA is a non-profit organization. Linda noted that the GTTA Board Members are volunteers and that they need to be prepared for visitors to the area. The goal is to increase GTTA Visitor Centre visitation by 10%. Linda noted that there is funding available through the RTO7 and confirmed that the GTTA would like to apply for funding in the area of “Experience Development: Product Development and Workforce Initiatives” to receive funding of 1-1-1 funding for every dollar invested, with the Province investing one dollar and RTO7 investing one dollar for every dollar invested by municipalities.

Linda spoke regarding the proposed Ambassador Program, Regional Concierge, and noted the GTTA are committed to the idea of a broad range of services, and is a priority for RTO7, for front line employees, web based learning program, providing a lasting impact to the Region. Linda noted that the Ambassador Program is an investment that would highlight all products and experiences where all businesses become Ambassadors. Linda confirmed that the product can be tailored to develop a product for the region.

Linda then spoke regarding the cost, and confirmed the GTTA is seeking \$35,000 from The Blue Mountains for year one and \$10,000 for year two for ongoing staffing and program adjustments. Linda confirmed there is program funding available for year two. Linda noted that with greater collaboration, there is a greater chance of receiving the funding.

Councillor Gamble then questioned the cost of \$115,000, Linda replying yes the cost is roughly \$115,000, confirming there are additional costs, including staffing, which is not eligible for funding, and noted that the filming costs could be reduced as a request for proposal will be sent out.

Linda then spoke noting the Town of Collingwood is looking at the staffing component, covering more than the core components. Linda noted that the cost is an estimate and noted the GTTA is looking for a commitment from the Town.

Councillor Martin then spoke referring to the April 4 deadline and noted that the government, through the RTO7, are providing funding and it is an opportunity for Council to take advantage of the funding available on a 1-1-1 basis.

Councillor Ardiel then spoke questioning how we can work collaboratively with Collingwood when we want to see The Blue Mountains enhanced, Linda replying that the GTTA wants to grow awareness of The Blue Mountains regionally and confirmed it is about being able to communicate all that the area has to offer.

Gail then noted that many visitors are attracted to Collingwood and questioned how will visitors be attracted to The Blue Mountains, Linda replying that of the 13000 surveys completed, the GTTA need to look at where the visitors are coming from and what they are looking for. Linda noted that the GTTA wants to serve the municipality to build the product regionally.

Duncan then questioned how many tourism workers will be targeted, Linda replying 600 workers were trained in the first year in the Niagara Region and noted this would be a good goal. Duncan then questioned if this program is similar to the SuperHost training offered some years ago, Linda replying no, this is no comparison, and confirmed that this training goes beyond the front line.

Linda confirmed the Ambassador Program is about wayfinding and interaction with guests and visitors, building a product that can be used on a broad scope.

Joe noted that most visitors to the area come from the south, some from the east, and confirmed that we need to collaborate to do things together to attract more and more visitors.

Deputy Mayor McKinlay thanked Linda for her presentation.

**E. Correspondence as previously circulated**

<b>Author</b>	<b>Recommendation / Action</b>
E.1 Grey County Farm Safety Association Re: Request for donation and request for Representative from The Blue Mountains	For Council consideration and Referred to Agricultural Advisory Committee for consideration
Moved by: Michael Martin	Seconded by: Gail Ardiel

THAT Council refer the Grey County Farm Safety Association correspondence of February 13, 2013 to the Agricultural Advisory Committee, Carried.

E.2 Canadian Cancer Society Re: Request permission to fly flag at Town Hall and to place a standing banner In the Town Hall Foyer to promote Cancer Society Mission	For Council consideration
Moved by: Michael Martin	Seconded by: R.J. Gamble

THAT Council of the Town of The Blue Mountains acknowledges receipt of the request of the Canadian Cancer Society; and

THAT Council authorizes the Canadian Cancer Society flag to be flown at The Blue Mountains Town Hall and the placement of a standing banner in the foyer of the Town Hall during the month of April to promote the mission of the Canadian Cancer Society, Carried.

E.3 Notice of Public Meeting Re: OP Amendments and Zoning By-law Amendments in Grey Highlands	For Council consideration
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Director of Planning and Building David Finbow spoke regarding the Notice of Public Meeting for Official Plan Amendments and Zoning By-Law Amendments from the municipality of Grey Highlands regarding a property on the Townline. David noted this matter was brought to Council's attention some time ago and noted the road infrastructure will be impacted and the nature of the program could be a concern, further noting that staff require Council direction.



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| E.11 Minister Responsible for Seniors<br>Re: 2013 Senior of the Year Award          | Referred to Communications &<br>Economic Development |
| E.12 Prime Minister's Volunteer Awards<br>Re: Deadline for Nominations              | Referred to Communications &<br>Economic Development |
| E.13 Swiss Meadows Ratepayers Association<br>Re: Requesting Leaf and Needle Pick-up | Referred to EPW                                      |

Moved by: Michael Martin                      Seconded by: Gail Ardiel

THAT this Council does hereby receive the Correspondence of March 25, 2013 and further does support the Staff Recommendation made with regard to the Correspondence items E.4 through to and including E.13, including any additional direction given to Staff through discussion, with an appropriate Staff action or response awaited for report back to Committee or Council where indicated, unanimously Carried.

## **F. Motions and Staff Reports**

### **F.1 Deferred 2013 Economic Development Plan, CEDC.13.4**

Councillor Halos spoke regarding the BR&E and questioned hiring a consultant, Communications and Economic Development Coordinator Lisa Kidd spoke in response noting the Town has never done this before, but confirmed that Human Resources and the CAO would be involved in the hiring. CAO Troy Speck then spoke noting other BR&E processes would be considered and that the Town would develop a scope through the knowledge gained by others.

Councillor Gamble spoke noting he supports the program, and confirmed that he has seen a reduction in the traffic in Town in recent years. Bob noted he is hopeful that the program can be fast-tracked to improve business retention and expansion.

Joe then noted that traffic has reduced recently, but noted it has increased in the last ten years.

Moved by: Joe Halos                      Seconded by: Gail Ardiel

THAT Council receive Staff Report CEDC.13.4 "Deferred 2013 Economic Development Plan" for information purposes; and

THAT Council approve the completion of a Business Retention and Expansion Project in 2013 as outlined herein; and

THAT Council approve the completion of an Open for Business Project in 2013 as outlined herein; and

FURTHER THAT Council approve the creation of an Economic Development Advisory Committee and its terms of reference as outlined herein, Carried.

## **F.2 Creating the Non-Profit TBM Housing Corporation, CAO.13.01**

Moved by: R.J. Gamble                      Seconded by: Michael Martin

THAT Council receive Staff Report CAO.13.01 entitled "Creating the Non-Profit TBM Housing Corporation" for their information purposes;

THAT Council approves the draft Letters Patent and By-Laws No. 1 and No. 2 of the TBM Attainable Housing Corporation, for submission for incorporation as a corporation without share capital;

THAT Council enact a By-law authorizing the establishment of an Attainable Housing Corporation.

AND THAT notice is hereby given that Council intends to consult with the public on the development of a new policy regarding the transfer of assets from the Town to corporations owned or controlled by the Town, and that a Public Meeting to receive comments be scheduled at the April 15, 2013 Council Meeting, unanimously Carried.

## **F.3 Proposed Disposition of Land – Alternative Method, Part 1 RP16R-2536, and the Unopened Portion of the Helen Street Road Allowance, PL.13.35**

Director of Planning and Building David Finbow spoke providing the history of the proposed land exchange. David noted that in response to the notice, that 17 comments were received, plus 3 additional comments since the deadline, and noted that Council will consider the comments this evening.

Councillor Martin then spoke noting there are a number of residents present that found the notice to be confusing and would like to address Council this evening.

Moved by: Michael Martin                      Seconded by: Joe Halos

THAT the members of the public present be provided an opportunity to comment on the proposed disposition of land, unanimously Carried.

David then spoke noting the comments have generally been supportive of the municipality preserving the naturally significant site, further noting that no comments were received that were opposed to the land exchange.

Duncan then noted that under the authority of the Municipal Act, 2001 and in accordance with Ontario's Municipal Freedom of Information and Protection of Privacy Act, The Corporation of the Town of The Blue Mountains wishes to inform the public that all information including opinions, presentations, reports and documentation provided for or at a Public Meeting, Public Consultation, or other Public Process are considered part of the public record. This information may be posted on the Town's website and/or made available to the public upon request.

Danny Bracket, owner of property on Grey Road 19, noted that the owners in the area of the subject property were not directly provided with notice of the meeting. Mr. Bracket expressed concerns with the density of a potential development, height and the current landscape of the area. Mr. Bracket noted that traffic flow is a concern and the effect on property values in the area. Deputy Mayor McKinlay spoke in response to Mr. Bracket and noted the developer will develop the land, and will make a development application, further noting the development will be based on the application and the public consultation at that time.

David then spoke noting Council is not regulating the development on the land, that the application will have to comply with regulations at the time of application. Duncan noted that land evaluations have been performed and that he is satisfied that this is a good deal for the Town to exchange the land.

Mr. Bracket then spoke noting he appreciates that the Town wishes to protect the site. Mr. Bracket then questioned if there is an opportunity for him to purchase the buffer on the back of his two properties to square off the lots with the other neighbouring lots. Councillor Martin spoke in response to Mr. Bracket that this request is taken under advisement, and confirmed that the Memorandum of Understanding does not guarantee planning application densities.

Barb Fogel, owner of the neighbouring Plater-Fleming property, spoke questioning the exchange of the lands and what the Town plans are in developing this property. David spoke in response noting a parks management plan would have to be put in place, further noting that Council has not confirmed this yet. Duncan then spoke noting any development will involve stakeholder involvement. Ms. Fogel then questioned parking and access to the site, David replying that the public road has been identified and that the intent would be to include parking at the site. Ms. Fogel then questioned stormwater management and questioned where the water will be diverted to. David spoke in response noting on receipt of the development application, the Town will require detailed drawings and stormwater management plans will ensure it is designed appropriately.

Stan Holba, neighbour to Mr. Bracket, then spoke expressing concern for the wildlife in the area. Duncan noted that the Town would likely leave the site in its natural state and that development lands would have to address things like a deer yard, if there are any on the site. Mr. Holba then noted there should be a buffer between the existing properties and the new development. Duncan spoke in response noting that would be part of a future development process. David then spoke noting if this exchange moves forward, that a formal application for official plan amendment and zoning by-law amendment and possibly a draft plan of subdivision would come forward with the official plan amendment for input from the public. Mr. Holba then questioned the timeline, David replying that he believes the application will come forward this year.

Alex Faltina, owner of neighbouring property, spoke questioning who owns the neighbouring lands, David replying Craigleith Development Ltd. owns the majority of the land. Mr. Faltina then questioned how access would be gained to the heritage site, David replying that a centre road access would be used, further noting that a secondary access may be required.

Mr. Bracket then spoke questioning if Council and the Town have the ability to decide what type of development is built on the lands to be exchanged. Duncan spoke in response noting this is two separate processes and that this meeting is strictly for the purposes of discussing the land exchange.

David then spoke regarding the current Official Plan designation for the subject land.

Mr. Taylor then spoke congratulating the Town for the proposed land exchange, noting that he is not against the land exchange and questioned if the school board property was combed for archaeological sites, David replying, no, that the school board property was not checked for archaeological sites, further noting that the Town is not warranting that the school board property is not an archaeological site. David then noted that the lands are outside of the Niagara Escarpment area and that the development would have to comply with the Official Plan and County Official Plan.







## **H. Consent Agenda**

### **Accounts**

- H.1 Accounts
- H.2 Invoices separated for pecuniary interest (none)

### **Reports List (Adopt)**

- H.3 Planning and Building Committee Report, March 5, 2013
- H.4 Finance and Administration Committee Report, March 19, 2013
- H.5 Infrastructure and Recreation Committee Report, March 19, 2013

Councillor Gamble, Chair of the Infrastructure and Recreation Committee spoke providing an overview of the Infrastructure and Recreation Committee Report.

Moved by: R.J. Gamble                      Seconded by: Michael Martin

THAT the Infrastructure and Recreation Committee Report of March 19, 2013 be adopted, together with the recommendations contained therein, unanimously Carried.

### **Minutes List (Receive)**

- H.6 Beaver River Watershed Advisory Committee Minutes, January 15, 2013

## **I. New and Unfinished Business**

### **I.1 Grey County Council Update** EA, DMcK

Deputy Mayor McKinlay spoke providing a brief update from Grey County. Duncan noted that the upcoming Warden's Forum is taking place on Thursday April 25.

### **I.2 Notice of Motion** Council

None

### **I.3 Additions to Agenda** Staff

#### **I.3.1 Tender Award for 2013-13-T-REC Thornbury Municipal Harbour Basin Dredging, DOR.13.16**

Harbour Manager Ryan Gibbons spoke reviewing the report, noting that the commitment for the dredging will be completed within the timeframe of April 2, ending no later than May 10.

Councillor Ardiel questioned if there is federal funding available to assist with the cost, Ryan replying no, not at this point.

Councillor Martin questioned the extent of the dredging, Ryan replying the dredging is within the federal lot lease at the mouth of the harbour.

Councillor Halos spoke noting the water levels are down and questioned if there is an option to dredge any deeper, Ryan replying that the dredging will be to 10 feet, taking into account the projected 3" – 4" of water loss per year.

Moved by: R.J. Gamble                      Seconded by: Michael Martin

THAT Council receive Staff Report DOR.13.16 "Tender Award for 2013-13-T-REC Thornbury Municipal Harbour Basin Dredging; and

THAT Council award the tender to Huron District Contracting Limited, being a responsive and responsible bidder at a cost of \$197,500 (excluding HST), and

THAT the Mayor and Clerk be authorized to execute the Contract documents with Huron District Contracting Limited, unanimously Carried.

### **I.3.2 Georgian Triangle Tourist Association ("GTTA") Ambassador Program**

Councillor Martin spoke noting Council heard the GTTA deputation earlier this evening and questioned if Council wishes to access the funding available at this time. Michael noted that the grant application deadline is April 4 and the requested contribution is \$35,000.

Michael noted that the Town of Collingwood has not yet passed their budget this year, but anticipates this will be completed on April 11. Michael noted it is important to support this because of the availability of \$2 for every dollar The Blue Mountains contributes.

Councillor Ardiel questioned if this is similar to the Superhost Training offered a few years ago, and noted The Blue Mountains has an Economic Development Officer and the County has an Economic Development Officer and questioned if this is duplication.

Deputy Mayor McKinlay then spoke questioning if this is a duplication of the Business Retention and Expansion Project, Communications and Economic Development Officer Lisa Kidd replying no that this is two different projects, further noting that it may be determined through the Business Retention and Expansion Project that an Ambassador Program is required.

Director of Finance and IT Robert Cummings then spoke noting the funding could be redirected from other areas, or it could be borrowed internally.

Gail then noted that the Georgian Triangle Tourist Association works for many areas, and questioned which municipalities are involved with this funding. Linda Simpson spoke in response noting that this is a pilot program with just Collingwood and The Blue Mountains participating in the application. Linda then noted that the cost of some components of the program can be revised to reduce costs, and that there is potential for funding in year two from the RTO7.

Councillor Gamble spoke expressing concern with the funding in the current economic conditions. Bob then noted that the County should assist with funding this program. Duncan then spoke noting the County is aware of this application and has made three applications, further noting it may be difficult to receive funding from the County.

Linda then spoke noting that each entity can participate in just three proposals.

Duncan then questioned what projects the GTTA is involved in, Linda replying the Ambassador Program and the Wayfinding Program.

Linda confirmed that the contributions of each partner do not have to equal.

Duncan then questioned if this application would be part of a larger term plan, Linda replying yes, that GTTA would like to work together.

Moved by: Gail Ardiel

Seconded by: Michael Martin

THAT Council extend the adjournment time of the Council Meeting by 15 minutes, unanimously Carried.

Moved by: Michael Martin

Seconded by: R.J. Gamble

THAT Council of the Town of The Blue Mountains supports the “Ambassador Program” grant application to “RTO7” and the Provincial Ministry of Tourism, to the lesser of 2/3 of the Town of Collingwood’s 2013 financial support of the grant application or \$25,000, Carried.

Moved by: Michael Martin

Seconded by: Joe Halos

THAT Council of the Town of The Blue Mountains will fund the “Ambassador Program” grant application to “RTO7” and the Provincial Ministry of Tourism, in the amount of the lesser of 2/3 of the Town of Collingwood’s 2013 financial support of the grant application or \$25,000, through internal financing over a period of four years, Carried.

#### **I.4 Staff Discussion**

None

#### **J. Notice of Meeting Dates**

Special Meeting of Council, April 8, 2013 7:00 pm  
Town Hall, Council Chamber

Council Meeting, April 15, 2013 7:00 pm  
Town Hall, Council Chamber

Finance and Administration Committee, April 9, 2013 1:00 pm  
Town Hall, Council Chamber

Infrastructure and Recreation Committee, April 9, 2013  
Town Hall, Council Chamber

Planning and Building Committee, April 2, 2013 7:00 pm  
Town Hall, Council Chamber

#### **K. Confirmation By-law and Adjournment**

Moved by: Michael Martin

Seconded by: R.J. Gamble

THAT By-law No. 2013 - 17, being a By-law to confirm proceedings of the Council of The Corporation of the Town of The Blue Mountains on March 25, 2013, be hereby enacted as passed this 25<sup>th</sup> day of March, 2013, Carried.

Moved by: Michael Martin      Seconded by: R.J. Gamble

THAT this Council does now adjourn at 11:05 p.m. to meet again April 15, 2013, 7:00 pm, Town Hall, Council Chamber, or at the call of the Chair, Carried.

.....  
Duncan R. McKinlay, Deputy Mayor

.....  
Corrina Giles, Town Clerk