



Bryan spoke regarding Grey County partnerships and initiatives in The Blue Mountains, identifying the vision and goals of Grey County Tourism. Bryan noted visitors spent \$331 million in Grey County in 2008.

Bryan then noted tourism contributes 3200 jobs in Grey County and identified regional tourism associations including Georgian Triangle and Saugeen Country and noted tourism is a team sport.

Bryan noted that the Grey County Tourism Development Action Plan is available on the Grey County website and confirmed the Action Plan was developed to provide annual marketing goals and analyze visitor markets,

Bryan noted the main goal is to increase sustainable tourism, revenues through managing and marketing Grey County as a tourism destination.

Bryan reviewed the four broad areas of Grey County Tourism including leadership, market research, marketing and demand generators. Bryan noted The Blue Mountains is a demand generator with outdoor experiences being key experiences when visiting Grey County, further noting Toronto is the key market.

Bryan then identified events in The Blue Mountains that the Grey County Tourism Vehicle attends. Bryan indicated that Grey County Tourism's goal is to make Grey County the "go-to" place for fall colour harvest.

Bryan then identified the Georgian Bay Destination Development Partners. Bryan identified this year's projects, including interpretive panels at scenic and marine sites across Georgian Bay.

Bryan then spoke regarding Region Tourism Organization 7 ("RTO7") and identified Region 7 priority projects. Bryan then noted the Ministry of Tourism is yet to advise how much funding each area will receive from 2012 forward.

Bryan spoke regarding Grey County's role in economic development and thanked Council for hearing his deputation this evening.

Councillor Martin then spoke noting he is interested in branding, noting too many brands can cause confusion. Michael noted economic development is important.

Councillor Ardiel then spoke noting Bryan does a great job in promoting The Blue Mountains and working together forms a great partnership for economic development, agriculture, and tourism in this area.

Councillor Halos spoke questioning if Grey County tourism provides support for events, and if so, what support is available, Bryan responding that no financial support is available for events.

## **B.2 Bruce Taylor, Chair of the Housing Committee** Re: Terms of Reference

Bruce Taylor spoke on behalf of the Housing Committee noting the Committee's desire is to create a Land Trust.

Bruce referenced Agenda Item D.1 on this evening's Council Agenda regarding the Housing Committee and noted the Committee would like to replace the terms of reference from the February 2004 version to a more current version.



Director of Planning and Building David Finbow then spoke noting Bruce Power has withdrawn in the United States, and noted this Motion may be outdated.

Council then voted on the Motion, Lost.

- C.4 Municipality of Arran-Elderslie  
Re: Arran Wind Project  
Receive for information  
Moved by: Michael Martin                      Seconded by: John McKean
- THAT Council of the Town of The Blue Mountains supports the April 11, 2011 Motion of Council of the Municipality of Arran-Elderslie requesting the Province of Ontario suspend approval of the Arran Wind Project until the Government of Ontario receives community approval and permission to allow said projects to proceed as required under Section 2 of *The Green Energy Act, 2009*, Carried.
- C.5 Breaking Down Barriers  
Re: Thank you for Support  
Receive for information
- C.6 PLAY in Bruce Grey  
Re: Request for Support  
Refer to Recreation
- C.7 Housing Resource Centre,  
Re: Invitation to Attend  
Referred to Housing Committee
- C.8 Drinking Water Source Protection  
Re: Draft Updated Assessment Report  
Referred to EPW
- C.9 Drinking Water Source Protection  
Re: Source Protection Plan Preparation  
For Drinking Water Source Protection  
Referred to EPW
- C.10 Rotary Club  
Re: Request for Reduction in Fees  
Referred to Recreation & Building and By-Law

Councillor Halos spoke regarding Agenda Item C.10 referencing the Rotary Club's request for a reduction in fees, noting the event is split 50/50 between the Rotary and a for-profit group. Joe noted Council should consider the request for a reduction in fees.

Acting CAO and Director of Engineering and Public Works Reg Russwurm spoke suggesting Council make a donation to the Rotary rather than waiving the fees, Joe concurring noting the cost to erect the signs would be borne by the Roads Department if the fees were waived.

Councillor McKean then spoke noting there are two events being held at Cedar Run this weekend and noted the Rotary should be refunded 25% of the \$2500 fee.

Councillor Gamble then spoke noting he did not support this at the Finance and Administration Committee meeting and noted this fee should be absorbed in further economic development.

Deputy Mayor McKinlay then spoke questioning if a portion of the \$2500 fee is to be paid to the County, Director of Recreation Shawn Everitt replying no, that The Blue Mountains' Staff will do all the work.

Moved by: John McKean

Seconded by: Gail Ardiel

THAT Council of the Town of The Blue Mountains supports the Rotary Club of Thornbury & Clarksburg with a donation of \$625 and that the sponsorship will be funded from the Economic Development Initiatives Budget

In speaking to the Motion, Deputy Mayor McKinlay questioned if the Town can bill the other organizations involved with the Chili Ribfest for their portion of erecting the temporary no parking signs, Director of Recreation Shawn Everitt replying yes that the Town will bill the organizers as well as the organizers for the horse event.

Council then voted on the Motion, Carried.

C.11 Ministry of Transportation  
Re: Reduction in Speed Limit

Referred to Police Services &  
Recreation

Deputy Mayor McKinlay spoke referencing Agenda Item C.11 and questioned if the reduction in speed will be enacted, Acting CAO and Director of Engineering and Public Works Reg Russwurm spoke noting he believes the reduction in speed is going through the legal channels at this time, Duncan noting that once finalized that the residents should be advised.

C.12 AMO

Re: Request for Nominations

Motion at D.9

## **D. Motions and Staff Reports**

### **D.1 Housing Committee – Terms of Reference, SPS.11.6**

Councillor McKean spoke questioning the intention of paragraph #8 of the proposed Terms of Reference, Bruce Taylor replying the Housing Committee would like to liaison with Grey County noting Rod Wyatt, Director of Housing from Grey County attended the last Housing Committee meeting.

Moved by: John McKean

Seconded by: Gail Ardiel

THAT Council receive the Staff Report SPS.11.6 "Housing Committee – Terms of Reference", and;

THAT Council adopt the following as the mandate for the Housing Committee replacing the previous Terms of Reference dated Feb 16, 2004

1. The Housing Committee will operate with regard to the investigation of information and resources for the implementation of affordable and attainable housing practices and construction within The Blue Mountains and make recommendation to Council with regard to same.
2. The committee will be a Committee of Council and will operate and conduct business on behalf of the residents of The Blue Mountains in accordance with the Town Procedural By-law and any other applicable statute, law or legislation, while reporting regularly to Council on their actions and initiatives.
3. The committee will be comprised of up to 12 members from the community at large representing interested stakeholders plus 2 members of council and the Mayor as an ex-officio member.

4. The committee will work with town staff and council towards the establishment of a housing entity for the purpose of acting independently in the field of attainable ownership housing.
5. The committee will recommend the corporate structure and control mechanisms of the housing entity to ensure proper political and financial oversight by Council.
6. The committee will present a long term plan for the housing entity as well as an initial 5 year business plan.
7. Notwithstanding the establishment of the housing entity, the Housing Committee will retain its role as an advocate for effective housing related policies in the Blue Mountains.
8. The committee will liaise with Grey County Housing Department as well as any similar Simcoe County Department or organization regarding County or regional initiatives in housing services which may have an impact on The Blue Mountains, Carried.

## **D.2 Development Agreement Template Modifications – Stakeholder Engagement, EPW.11.055**

Acting CAO and Director of Engineering and Public Works Reg Russwurm spoke noting it was identified at the May 10, 2011 Infrastructure and Recreation Committee Meeting that a Report should be brought to Council and that the development community and public engagement process should be better defined.

Reg noted in order to move the process forward that Staff have scheduled meetings with developers, and noted Council may be involved if they wish.

Councillor Martin then spoke noting Council should be involved in the process. Councillor Ardiel spoke concurring with Councillor Martin and that a task force of Council should be struck.

Moved by: Michael Martin      Seconded by: John McKean

THAT Council receives Staff Report EPW.11.055 entitled “Development Agreement Template Modifications – Stakeholder Engagement”; and

THAT Council endorse Staff initiating a public stakeholder engagement process to address the eight issues outlined in Staff Report EPW.11.030 along with other issues that may arise during the process; and

THAT Council endorse Staff undertake the engagement process in two phases with the first phase focused on Issue 1 – Assumption Criteria and Issue 2 – Rough Grading Tolerance as listed in Staff Report EPW.11.030, and the second phase focused on the remaining issues; and

FURTHER THAT Councillor Martin, Councillor Gamble and Deputy Mayor McKinlay are appointed by Council to participate in the engagement process, Carried.

Deputy Mayor McKinlay then questioned if a meeting date had been determined, Reg replying June 23 at 2:00 p.m., further noting an invitation will be sent to Council members.





## **D.8 Eco-Procurement Guide, EPW.11.053**

Moved by: Joe Halos                      Seconded by: Michael Martin

THAT Council receives Report EPW.11.053 entitled "Eco-Procurement Guide" for their information.

In speaking to the Motion, Councillor Gamble expressed concern that enacting the Eco-Procurement Guide would involve more Staff time and further noted that local suppliers should continue to be supported.

Councillor Martin spoke noting the Report is being received for information purposes and questioned if we are engaging in the rollout of the Eco-Procurement Guide process yet, Acting CAO and Director of Engineering and Public Works Reg Russwurm spoke noting Council endorsed the Eco-Procurement Guide within the purchasing policy.

Reg then noted that some time and cost will be spent to research what is available for more environmentally friendly products, though confirmed the costs are not significantly different, further noting life-cycle cost savings may be realized in the long run.

Director of Special Projects Peter Tollefsen spoke noting the Staff Working Group noted there will be a dialogue with suppliers to find greener products, further noting this is a soft-launch with Staff and Council over the next three months. Peter then noted roll-out of the Eco-Procurement Guide is a learning process.

Council then voted on the Motion, Carried.

## **D.9 Council Appointment to Association of Municipalities of Ontario, Corr. Item C.12**

Moved by: Michael Martin                      Seconded by: John McKean

THAT Council of the Town of The Blue Mountains supports Councillor Gail Ardiel in running for the position of Director, AMO Small Urban Caucus, for a one year term commencing August 2011, Carried.

## **E. New and Unfinished Business**

### **E.1 Grey County Council Update**

None

### **E.2 Notice of Motion**

None

### **E.3 Additions to Agenda**

### **E.3.1 CEDC.11.12 Support for 2011 Tourism Initiatives**

Moved by: John McKean

Seconded by: Gail Ardiel

THAT Council receive Report CEDC.11.12, "Support for 2011 Tourism Initiatives" and;

THAT Council approve funding for Salsa at Blue Mountain Festival in the amount of \$5,000 through the Economic Development Initiatives Budget; and

THAT Council approve funding for the Apple Pie Trail in the amount of \$5,000; through the Economic Development Initiatives Budget and;

FURTHER THAT Council approve funding for the Fishway Webcasting High Speed Internet Connection in the amount of \$1,200 through the Economic Development Initiatives Budget, Carried.

### **E.3.2 Report of Councillor Martin Re: Sustainability Conference**

Councillor Martin spoke regarding a recent conference he attended hosted by the Ministry of Municipal Affairs and Housing regarding the transition to a new sustainable economy.

Michael noted the current Council is in an important role for the future position of The Blue Mountains. Michael then questioned how the Sustainable Path can be incorporated into the Official Plan Review.

Michael questioned how The Blue Mountains can retain its rural lifestyle and noted the development industry has provided development that is not sustainable requiring cars and big-box stores. Michael noted Council cannot dictate how development has occurred in the past, but noted in the Official Plan Review, direction should be changed. Michael noted we have to provide a community where our children will be healthy and be given the opportunity to thrive.

Michael then noted one way to get back to our sustainable path is to set out principles in development and to ask developers how they comply with the Town's Sustainable Path.

Michael noted we need to get back to basics and we need to respect what is already here. Michael noted we should not inhibit wealth creators, i.e. Blue Mountain Resort, agriculture industry. Michael noted that organic growth has to be created from existing stock with retail districts within biking distance of residential development.

Michael then spoke regarding health and noted housing areas should have playgrounds and parks to support socialization, communities need to be created so people will want to live here and raise their families.

Michael noted as a Council we have to build and move forward.

Michael then spoke regarding economic development noting it includes business retention and expansion.

Councillor Halos spoke thanking Councillor Martin for presenting to Council and noted he appreciated this discussion when it was not related to a specific development. Joe noted we need to live within our means and to get back to basics.

#### **E.4 Staff Discussion**

None

#### **F. By-laws**

##### **F.1 By-Law to Establish the Craigleith Heritage Depot Museum Advisory Committee**

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

THAT By-law No. 2011 - 36, being a By-law to establish the Craigleith Heritage Depot Museum Advisory Committee be hereby passed this 25<sup>th</sup> day of May, 2011, Carried.

##### **F.2 By-Law to Accept and Assume Works in Registered Plan 1129, Thorncroft Court**

Moved by: R.J. Gamble                      Seconded by: Joe Halos

THAT By-law No. 2011 - 37, being a By-law to accept and assume works in Registered Plan 1129, Thorncroft Court be hereby passed this 25<sup>th</sup> day of May, 2011, Carried.

##### **F.3 By-Law to Establish a Public Highway Known as Hoffmann Street**

Moved by: R.J. Gamble                      Seconded by: John McKean

THAT By-law No. 2011 - 38, being a By-law to establish a public highway known as Hoffmann Street, in Part Lot 31, Concession 9 be hereby passed this 25<sup>th</sup> day of May, 2011, Carried.

#### **G. Consent Agenda**

##### **Accounts**

- G.1 Accounts
- G.2 Invoices separated for pecuniary interest (Miller)

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

- G.3 Infrastructure & Recreation Committee, May 10, 2011

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

- G.4 The Blue Mountains Police Services Board, February 23, 2011
- G.5 Nottawasaga Valley Conservation Authority, April 29, 2011
- G.6 Housing Committee Minutes, March 10, 2011
- G.7 Housing Committee Minutes, April 14, 2011
- G.8 Agricultural Advisory Committee Meeting Notes, March 1, 2011
- G.9 Agricultural Advisory Committee Meeting Notes, April 5, 2011

