

Matthew Fisher spoke regarding the South Georgian Bay Economic Analysis.

Matthew noting changing times has caused a restructuring in the economy moving from an agricultural economy to a post industrial economy.

Matthew reviewed emerging sectors, high performing sectors, sectors facing challenges and high priority retention targets in the region. Matthew noted manufacturing in the area is below provincial norms and continues to decline, further noting accommodation and food is driving the region's growth.

Matthew then spoke regarding entrepreneurship and the Entrepreneurship Centre for Rural Entrepreneurship (RUPRI Centre). Matthew reviewed the strategic objectives including entrepreneurship, education and work force development, tourism, business retention and expansion, investment readiness and regional business communications.

Matthew noted Wasaga Beach and The Blue Mountains are growing quickly and are attracting an older population.

Matthew noted the Ministry of Agriculture and Food have identified a program that will support the agricultural community to move them forward.

Matthew noted there is a need for shovel ready land that is zoned and serviced and available for development, further noting all four communities should work together to form a Regional Economic Advisory Committee.

Matthew then noted the region needs a branding strategy for the region with up-to-date websites being an essential part of the branding strategy.

Deputy Mayor McKinlay then spoke commending Matthew for his presentation and noted Grey County is attempting to involve Bruce County in an economic development strategy.

Duncan then questioned where the Town goes from here, Matthew replying that Lisa Kidd, Communications and Economic Development Coordinator will bring a Staff Report forward at the next meeting, further noting it is important to work with Clearview, Collingwood and Wasaga Beach to move forward.

Councillor Martin spoke questioning what field work was done to prepare the report, Matthew replying that six focus group sessions were held with different sectors, businesses, local officials, extensive desktop analysis, workshops in Collingwood and noted the process was ongoing for one year.

Duncan then questioned if Matthew has knowledge of other municipalities that have permitted other uses in the agriculture community, Matthew replying this does work when Planning Departments are on board, further noting other uses should be on full municipally serviced land, not on prime agriculture land.

Michael then spoke noting The Blue Mountains primary generators of wealth are tourism and agriculture, Matthew replying that entrepreneurship will appear in all sectors.

Duncan then thanked Matthew for his presentation.

B.2 Don Braden, President, Blue Mountain Village Association
Re: Centurion Canada

Don Braden spoke introducing Patti Kendall and Paul Pinchbeck of Blue Mountain Resort and Helen Manning of Centurion.

Don spoke regarding the Centurion event and noted sports tourism is a proven economic driver, resilient to downturns in the economy and is consistent with the Town's mission and economic plan.

Don noted sports tourism has direct benefits including leveraging larger events and noted The Blue Mountains has competitive advantages with proven experiences with the media with hosting events, and referenced the Skins Games, Gretzky and the Ontario Winter Games.

Don then spoke about forming a Sports Tourism Committee and reviewed the details of Centurion, noting a Sports Tourism Committee directly aligns with the goals of the Town and Blue Mountain Resort.

Don reviewed the results from a survey conducted at the Centurion 2010 event, noting that \$800,000 in potential growth was realized in the area at the 2010 event.

Don then reviewed the proposal for the 2011 event, including legacy programs, and will involve groups i.e. Beaver Valley Outreach to support charity teams, and noted hotel reservations are being made now for the event.

Don then reviewed advertising, marketing and promotion, noting TSN coverage is valued at \$225,000, printed advertising is valued at \$20,000, web and e-blasts are valued at approximately \$10,000. Don noted a number of events are sponsored by corporate sponsors, ie. Subaru and Cervelo, with a total sponsorship of approximately \$270,000.

Don then reviewed the 2011 organizational committee structure and identified partners and noted it would be desirable for the Town to offer in-kind services and a contribution to the advertising campaign for the 2011 Centurion event.

Don then reviewed the request to the Town including a volunteer program within the Town, coordination of permits, \$20,000 contribution and a three year commitment to support.

Councillor Halos spoke questioning if the \$20,000 donation is for all three years, Don replying the request would be for this year alone, and further noted all partners are contributing seed money to move Centurion forward.

Joe then questioned if there are other events that have been successful, Don replying the Salsa event has been very successful and noted he believes a Tourism Committee would be very beneficial to the area.

Deputy Mayor McKinlay then spoke regarding the "Ontario TREIM Model" referenced in Don's presentation and questioned reference to "Public Transportation" and what this refers to in this area, Don replying in Toronto this would include taxis, subways and buses and private transportation would include gas. Duncan noted if this event was in a more urban area, this figure would be accurate.

Duncan then noted it is hard to justify \$20,000 of taxpayer money to our taxpayers. Don spoke in response noting Centurion can take steps to ensure the public are engaged. Duncan then noted supporting the event may be more palatable if local charities benefit and the average taxpayer can see benefit.

Don then noted this is about economic development in the area, further noting agriculture areas and the community will be involved this year.

Duncan then questioned if it is anticipated that the event will become self-sufficient and will not require municipal financial subsidization in the future, Don replying good value is received for the \$20,000 investment.

Councillor Martin then spoke noting he supports the initiative but noted he must represent the ratepayers of the municipality, further noting he has many of the same questions Deputy Mayor McKinlay has with respect to the Ontario TREIM model. Michael noted he is troubled as to how the taxpayer receives return on the \$20,000 investment, but recognizes it is a whole picture, as more people are coming to the area for the event, but noted the event may not impact the local ratepayers.

Michael then questioned if the Town would be responsible for monitoring roads noting policing is expensive, and believes the event needs extra staff. Michael noted Council needs to decide how they wish to proceed.

Michael noted he is interested in the proposed structure for a sporting tourism committee. Don noted the committee would consist of representatives from Blue Mountain Ratepayers, Town of The Blue Mountains, Centurion, Blue Mountain Village Association and anyone who is involved with an event.

Don noted Centurion would not consider coming to The Blue Mountains if Blue Mountain Resort did not have a good working relationship with the Town for use of its roads. Councillor Halos spoke noting the event benefits all areas of the Town including retail, food, accommodation and tourism in general. Don concurring and noted the return on the investment of \$20,000 is impressive.

Duncan then questioned if the event is what makes a difference to the area or is it the return visits and business that is generated after the event, Don replying the event is extremely successful and repeat business all are part of the economic development.

Deputy Mayor McKinlay then thanked Don for his presentation.

B.3 Andrew Pascuzzo, Planner, D.C. Slade Consultants
Re: Minor Variance Application A08-2011

Andrew spoke reviewing the history of the Committee of Adjustment application.

Andrew noted his client's intention was to build a pool on the lot and build a new home on the lot with the pool within the next five years. Andrew noted merging the two lots is not an option.

Andrew then reviewed the four tests for minor variance, noting the application meets the test of being minor in nature, is desirable and appropriate development of the lands, no zoning by-law amendment is required and the application conforms to the general intent of the official plan. Andrew confirmed that in his opinion, the minor variance application meets the four tests.

Andrew then reviewed the comments received from the County and Town Staff and noted his client is willing to enter into an agreement to obtain a building permit within the next five years and submit a deposit, if required.

Councillor Halos then spoke questioning if the applicant is willing to obtain a building permit and submit a deposit, Andrew replying yes he believes so.

D. Motions and Staff Reports

D.1 Reconstruction of Mill Street, Phase 1 (South of Georgian Trail), PL.11.56

Councillor McKean vacated the meeting due to a pecuniary interest with Agenda Item D.1.

Councillor Gamble questioned if the reconstruction of Mill Street south of the Georgian Trail will require the Georgian Trail to be rerouted or closed during construction, Director of Planning and Building David Finbow replying there is no intention to close the Georgian Trail.

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

THAT Council receive Planning Staff Report PL.11.56 with respect to "Reconstruction of Mill Street Road (South of the Georgian Trail)";

That Council award the Contract related to Tender 2011-24-T-EPW for the Reconstruction of Mill Street – Phase 1 to E.C. King Contracting in the amount of \$119,886.21;

That Council authorize the commencement of the Phase 1 works of The Frank & Jessie Smith Memorial Garden by Town forces post completion of the Mill Street Phase 1 works;

That Council authorize the funding/financing of the works as set out in this Report; and,

That Council authorize the Mayor and Clerk to execute the necessary contract with E.C. King Contracting for the Reconstruction of Mill Street – Phase 1 in a form approved by the Town's solicitor and Director, Planning & Building Services.

In speaking to the Motion, Councillor Gamble spoke noting he supports the work being done, recognizing the property being donated to the Town for a memorial garden, noting the sooner the work can be done, the better.

Councillor Martin spoke noting the work to be completed on the donated land is independent of the engineering work, further noting the work on the donated land will be done by Town Staff. David then spoke noting the work done on the donated land will be funded from the Parkland Dedication Reserve until the Town gets to a point where funds can be raised for the development of the memorial garden.

Council then voted on the motion, Carried.

D.2 Haines Dam Update, DOR.11.38

Moved by: Michael Martin Seconded by: John McKean

That Council receive Staff Report DOR.11.38 entitled "Haines Dam Update" for information purposes, Carried.

D.3 Ontario Family Fishing Week, Corr. Item C.18

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

THAT Council does hereby recognize Ontario Family Fishing Week from Saturday July 2 through to Sunday, July 10, 2010 as a licence-free fishing week, Carried.

E. New and Unfinished Business

E.1 Grey County Council Update

Deputy Mayor McKinlay spoke regarding a Public Information Centre hosted by the County of Grey regarding a transmission line being installed along Grey Road 2, noting many members of the public attended the Public Information Centre to receive information.

Councillor Martin questioned if Duncan was satisfied with the information provided, Duncan replying that Stephen Keast conducted research which determined that based on the class of line being installed there is little property owners can do to stop the line being installed.

Councillor Martin then spoke regarding Don Braden's presentation, noting in economic initiatives the Town tends to look to the East and South. Duncan noted other municipalities in Grey County are trying to find ways for The Blue Mountains' visitor to spend money in other areas of the County, Michael replying that the Town should consult with Meaford, Duncan concurring.

E.2 Notice of Motion

None

E.3 Additions to Agenda

E.3.1 Mayor Anderson Absence

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

THAT with regard to section 259(1) of the *Municipal Act, 2001* this Council does hereby authorize the absence of Mayor Ellen Anderson from meetings of Council due to illness, Carried.

E.3.2 Cedar Run Hunter Jumper Classic Horse Show, July 6 – 10, 2011

Moved by: Michael Martin Seconded by: Joe Halos

THAT Council does hereby designate the July 6 -10, 2011 Cedar Run Hunter Jumper Classic Horse Show as a Significant Event within the Town of The Blue Mountains, subject to approval of the organization of the event by Town Fire and Building Staff.

In speaking to the Motion, Councillor McKean questioned what a "Significant Event" status does to endorse the event, Nicole Paara of Cedar Run replying the LCBO will not issue a liquor permit without this endorsement from Council.

Director of Recreation Shawn Everitt spoke noting new laws are in place that require events to be deemed “significant events” to obtain a Special Occasion Permit from the LCBO, further noting new legislation requires that if over 1000 people will be in attendance that an AGCO permit is also required.

Councillor Gamble then spoke questioning if the bar will be run on behalf of Cedar Run, Nicole replying that Cedar Run does not have a charitable partner at this time, Shawn replying that the proceeds from the sale of alcohol will go to Cedar Run.

Council then voted on the Motion, Carried.

Deputy Mayor McKinlay then requested that Director of Recreation Shawn Everitt prepare a Report for Council information, through the Infrastructure and Recreation Committee, identifying if Staff could be designated as approval authority for such requests or if Council authority is required.

Shawn spoke in response to Duncan noting another Special Occasion Permit request will be coming forward from Cedar Run, and confirmed Staff have stressed the need to request permits well in advance of events.

E.4 Staff Discussion

None

F. By-laws

None

G. Consent Agenda

Accounts

- G.1 Accounts
- G.2 Invoices separated for pecuniary interest (Miller, South Paw, Clarksburg Contractors)

Reports List (Adopt)

- G.3 Finance and Administration Committee Report, May 24, 2011

Councillor Gamble reviewed the Finance and Administration Committee Report.

Councillor Martin questioned reference to the Fishway Webcasting, Director of Recreation Shawn Everitt replying this is a new program through the Ministry of Natural Resources that provides daily counts, types of fish, further noting this to be valuable technology.

Councillor Martin then referenced #6 Correspondence from BDO Canada LLP and questioned why this correspondence is being received now, Bob replying this is a standard letter to each audited client outlining the auditor’s responsibilities and client responsibilities.

Deputy Mayor McKinlay spoke regarding #5 Monthly Flash Report and questioned if this is anything to be concerned about, Bob replying the collection of development charges is currently \$50,000 on a \$2,375,000 budget, further noting revenue from building permits is sluggish.

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

THAT Agenda Item G.3 Finance and Administration Committee Report dated May 24, 2011 be adopted together with the recommendations contained therein, Carried.

G.4 Planning and Building Committee Report, June 6, 2011

Deputy Mayor McKinlay reviewed the Planning and Building Committee Report.

Director of Planning and Building David Finbow spoke regarding the D.9 Committee of Adjustment decision noting the Committee of Adjustment is authorized to deal with minor variances and noted four tests must be covered and met and reviewed the four tests. David reviewed the history of the application and noted Planning Services determined the application did not meet any of the four tests but the Committee of Adjustment deemed the application to be minor and approved the application.

The Committee of Adjustment decision was included in the June 6 Planning and Building Committee Meeting Agenda and the Town submitted an appeal to the Ontario Municipal Board on June 8.

David then referenced possible conditions of the application and noted the Committee of Adjustment would have to impose conditions. David then noted the Ontario Municipal Board appeal would be a one day hearing where it would be determined if the application is minor in nature.

Duncan then questioned when this matter should be discussed in a closed session, David replying Council does not have to make a decision this evening, that a closed session could be scheduled in the future to discuss.

Duncan then questioned if the Town could withdraw the OMB appeal at a later date but endorse the Planning and Building Committee Report at this time. Councillor Martin then spoke noting it is important the Applicant know why the application is being appealed to the Ontario Municipal Board.

Councillor Gamble then asked for further information on #D.12, Duncan replying that Nottawasaga Valley Conservation Authority and Azimuth Environmental were to determine if the significant wildlife habitat within the context of the Provincial Policy Statement on the Georgian Gate is a Provincially Significant Wetland, further noting the Planning and Building Committee accepts Azimuth Environmental's recommendation that the habitat is too small to be significant.

Councillor Gamble noted that NVCA also determined the area not to be a Provincially Significant Wetland.

Moved by: John McKean Seconded by: Michael Martin

THAT Agenda Item G.4 Planning and Building Committee Report dated June 6, 2011 be adopted together with the recommendations contained therein, Carried.

Minutes List (Receive)

G.5 The Blue Mountains Public Library Minutes, April 20, 2011

