

Minutes - The Blue Mountains Council Meeting



MEETING DATE: November 28, 2011
LOCATION: Town Hall, Council Chamber
PREPARED BY: Corrina Giles, Town Clerk

A. Call to Order

- Mayor Anderson called the meeting to order with all members in attendance.

Also in attendance CAO Troy Speck, Director of Engineering and Public Works Reg Russwurm, Director of Recreation Shawn Everitt, Director of Planning and Building David Finbow, Director of Finance and IT Services Rob Cummings, Communications and Economic Development Coordinator Lisa Kidd

- Council then paused for a moment of Personal Prayer or Reflection.
- Approval of Agenda:

Moved by: John McKean Seconded by: D.R. McKinlay

THAT the Agenda of November 28, 2011 be adopted as circulated, including any revisions to be made, unanimously Carried.

- No member declared a pecuniary interest with any matter as listed on the Agenda save Councillor McKean regarding Agenda Item F.2 and his place of employment and Councillor Ardiel with respect to F.2 and a family member's employment
- Adoption of Consent Agenda

Moved by: Michael Martin Seconded by: Joe Halos

THAT the Consent Agenda of November 28, 2011 be adopted as circulated, less any items requested for separate review and discussion, being Agenda item F.3. Finance and Administration Committee Report dated November 15, 2011, F.4 Infrastructure and Recreation Committee Report dated November 22, 2011 and the Nottawasaga Valley Conservation Authority Highlights dated October 28, 2011, Carried.

NOTE: Councillor Ardiel earlier declared a pecuniary interest with respect to Agenda Item F.2 and did not participate in related discussion or voting. Councillor McKean earlier declared a pecuniary interest with respect to Agenda Item F.2 and did not participate in related discussion or voting.

- Previous Minutes

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

THAT the Council minutes of November 14, 2011 be adopted as circulated, including any revisions to be made, unanimously Carried.

There was no business arising from the Minutes at that time.

B. Deputations

B.1 Jeffrey Schmidt, Regional Tourism Organization 7 (“RTO7”)

Re: Regional Collaboration: Grey County Tourism/Georgian Bay Tourism

Mayor Anderson welcomed Mr. Schmidt.

Jeffrey spoke regarding the Regional Tourism Organization 7 (“RTO7”) noting it is a new entity that is currently finding its way with a mandate to build collaboration in the represented regions and build tourism. Jeffrey noted the Provincial Government has provided a pool of funds, with RTO7 receiving \$2 million dollars per year, to fulfill their mandate. Jeffrey noted RTO7 is looking for a strong relationship with the existing organizations in each area, being Bruce, Grey and Simcoe and noted RTO7 is looking to define a strategy and bring ideas forward.

Jeffrey noted the Board of Directors comprises of three members from each sector plus six members-at-large.

Councillor Martin then questioned reference to \$40 million in funding in 2013, Jeffrey replying that the Province allocated \$40 million this year for transitional funding, but moving forward the funding will be \$2 million to RTO7. Jeffrey noted the rollout of the concept is not intended to replace existing sources of funding from municipalities, communities or privately.

Councillor Gamble spoke questioning if the Board of Directors have interests in the tourism industry and how each municipality can ensure each municipality receives value without being too influenced by the Board’s interests, Jeffrey replying that the RTO7 is to submit a business plan to the Ministry with quarterly reports. Jeffrey noted the Ministry will not approve plans unless satisfied with the plan and to ensure there is no favouritism. Jeffrey noted audited financial statements are available.

Deputy Mayor McKinlay then spoke regarding funding and questioned if the RTO7 will collect from tourism operators, Jeffrey replying no, that support is from the government only.

Duncan then questioned who determines the tourism program of the RTO7, Jeffrey replying the Ministry does not intervene as to what is and is not a priority, further noting they want to ensure there is marketing to assist the small organizations and draw to other organizations in the area. Jeffrey noted the RTO7 knows the direction it wants to take and they have been conducting research.

Councillor Halos then spoke questioning what the most significant achievement of the RTO7 has been, Jeffrey replying conducting research and identifying the significant features and opportunities with good collaboration with the existing organizations.

Councillor McKean then spoke and questioned how much of the \$2million dollars goes to administration, Jeffrey replying 25% in 2011 is for overhead and administration, further noting that currently the RTO7 is operating virtually. Jeffrey noted the overhead is on meetings and travelling expenses.

Bob then questioned if there will be regional advertisements on television or printed material, Jeffrey replying that there are two awareness building campaigns coming forward, but not on television as it is very expensive. Jeffrey noted there will be an on-line presence rolled out, brucegreysimcoe.com.

Jeffrey then noted what we see as barriers, ie. distance, are not foreseen as barriers for visitors, but the ability to explore is welcomed.

Mayor Anderson then thanked Jeffrey for his presentation.

B.2 Bryan Plumstead, County of Grey, Tourism Department
Re: Regional Collaboration: Grey County Tourism/Georgian Bay Tourism

Bryan Plumstead then spoke on regional collaboration and markets, noting there is a role and function for all organizations.

Bryan noted the Georgian Bay Destination has been in existence for thirty years and referenced the partners, noting everyone contributes and the focus is on domestic and international visitors.

Bryan referenced the initiatives and referenced the Georgian Bay Coastal Route being installed now. Bryan referenced surveys and interpretive initiatives and awards won in 2010.

Bryan then spoke regarding the value to the Town through the Georgian Triangle Tourist Association, RTO7 and the County, with the goal being to increase visitor expenditures in The Blue Mountains.

Bryan then spoke regarding 2012 priorities, including leadership, marketing, market research and demand generators. Bryan referenced the promotion of cycling, apples, wayfinding initiatives in the future and noted the County will be redeveloping its website in 2012.

Councillor Ardiel then spoke referencing international visitors and questioned if the RTO7 is targeting international visitors to the area, Bryan replying that Ontario is taking the lead internationally.

Mayor Anderson thanked Bryan for his presentation.

B.3 Linda Simpson, Georgian Triangle Tourist Association (“GTTA”)

Linda then spoke introducing the Board members present, and noted a key factor in the success of the GTTA is to provide strength and alignment of partnerships.

Linda spoke regarding the Strategic Plan in 2009 and spoke regarding unaided brand awareness and aided brand awareness. Linda noted visitors to the area are interested in experience and the assets this area has to offer. Linda then referenced potential day trips and timing.

Linda then spoke regarding the demonstrated return on investment, demonstrated partnerships and collaborations and the four Breakfast TV partnership. Linda noted it is important to look at what is bringing visitors here, what is keeping them here and what brings them back.

Linda then spoke regarding visitor interface and communications and noted the Regional Visitor Services role and mandate goes beyond front-line staffing services provided at the Regional Visitor Centres.

Linda noted the GTTA has submitted a request to The Blue Mountains for \$25,000 to provide Regional Visitor Services, which sum represents 20% of the current staffing budget.

Councillor Martin noted the GTTA role is to provide on the ground services in our region.

- C.3 Royal Canadian Legion
Re: Condition of appliances in the
BVCC kitchen Referred to Recreation
- C.4 Ontario Good Roads Association
Re: Report of the OGRA Nominating
Committee Received for information

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

THAT this Council does hereby receive the Correspondence of November 28, 2011 and further does support the Staff Recommendation made with regard to the Correspondence items, 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

In speaking to the Motion, Councillor Gamble spoke referencing Agenda Item C.3 and noted the Legion should be contacted regarding the contents of their correspondence.

Council then voted on the Motion, Carried.

D. Motions and Staff Reports

D.1 Proposed 2012 Economic Development Investment Plan, CEDC.11.25

Communications and Economic Development Coordinator Lisa Kidd reviewed the Report and the successes of the investment in the Apple Pie Trail, Salsa Event, Centurion and the Environmental Farm Plan, Fishway webcast, and the local Apple Promotion.

Linda spoke regarding the 2012 economic development activities, largely in-kind, plus the addition of a financial investment in two items, completion of a Business Retention and Expansion Project and the investment in local food promotion initiatives, for a total of \$30,000.

Deputy Mayor McKinlay questioned the two new initiatives and if last year's initiatives will continue, Lisa replying that the environmental farm plan is an enhancement under another budget in the 2012 budget.

Councillor Gamble spoke regarding the Business Retention and Expansion Project and noted retention is determined by the business, Lisa noted there would be a need to hire to coordinate the interview process and build information with local businesses, Bob replying he is not in favour of this at this time and is not in favour of hiring a consultant for this as there are many restraints on the budget this year.

Duncan then spoke noting the County is completing an economic development strategy and through this study, it has been noted that business retention is more successful than trying to lure new business. Duncan questioned if The Blue Mountains should wait until the County's plan is complete, but confirmed Lisa's information is good information to have and noted he would be in favour of having budget money available.

Councillor Martin then spoke noting this is the first time Council has been made aware of this initiative and that Council has not defined what it is seeking in economic development. Michael noted business retention is important, but new business is important too.

F.2 Invoices separated for pecuniary interest
(EC King, Miller, Clarksburg Contractors)

Reports List (Adopt)

F.3 Finance and Administration Committee Report, November 15, 2011

Mayor Anderson spoke regarding D.2 Thornbury & Clarksburg Rotary Club request for reconsideration of the invoice for the Chili Ribfest event. Ellen noted a substantial loss was realized by the Rotary Club that has significantly damaged the Club, and noted the Club is experiencing difficulty in paying the outstanding invoice.

Councillor Gamble then spoke noting the Town provided the Rotary Club with a donation of \$625 on May 25, 2011 to offset fees. Councillor Martin spoke noting he proposed providing additional support at the Committee level, but did not receive the support of the Committee.

Deputy Mayor McKinlay then questioned what other events were being held that day, Director of Recreation Shawn Everitt replying that the horse show did not require additional parking, nor did the rodeo event being held on the same site, further noting that the on-site parking was adequate for these events.

Councillor Halos then spoke noting he does not want to see the Rotary Club have to pay for the outstanding invoice.

Councillor McKean then spoke noting this is an unfortunate situation but noted if this is not paid by the Rotary Club, that the general taxpayer will have to pay the bill. John noted further that a decision was made by Council and the taxpayers should not be on the hook for costs such as this.

Ellen then spoke noting Council needs to review its fees for non-profit organizations.

Deputy Mayor McKinlay then assumed the Chair.

Moved by: Ellen Anderson Seconded by: Michael Martin

THAT payment of Invoice #8076 dated August 19, 2011 issued by the Town of The Blue Mountains to the Thornbury Clarksburg Rotary Club regarding services provided for the Blue Mountains Chili Ribfest event on July 8, 9 and 10, 2011 in the amount of \$2500 be waived, Carried.

Mayor Anderson then assumed the Chair.

Councillor Gamble then spoke regarding Item C.1 of the Finance and Administration Committee Package, being the Fire Department Service Delivery Review and noted the Fire Department's Establishing and Regulating By-Law dictates the services provided by Fire Services. Bob noted that the by-law may be outdated and that Council should discuss what is expected and what can be provided by Fire Services, further noting the CAO will be scheduling a meeting in the New Year to discuss this.

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

THAT the Finance and Administration Committee Report of November 15, 2011 and the recommendations contained therein be adopted, save item D.2 Thornbury & Clarksburg Rotary Club request for reconsideration of invoice, Carried.

Councillor Martin spoke noting it is important to determine what the core services of the Fire Department are.

F.6 Nottawasaga Valley Conservation Authority Highlights, October 28, 2011

Councillor Ardiel spoke regarding Agenda Item F.6 noting the NVCA is requesting new software to assist with the budget process and that to date, a 1.73% increase is proposed in 2012, being an increase of \$322 over 2011 for The Blue Mountains. Gail noted members of the NVCA are pleased with the proposed 1.73% increase

Moved by: Gail Ardiel Seconded by: John McKean

THAT the Nottawasaga Valley Conservation Authority Highlights dated October 28, 2011 be received, Carried.

G. New and Unfinished Business

G.1 Grey County Council Update

Deputy Mayor McKinlay provided a Grey County update noting the Committee budgets have been referred back to the Finance Committee.

Duncan noted the economic development study is underway and that stakeholder sessions have been held and that a public information session is to be held.

Duncan noted the election for the position of Warden will take place on December 6, and that it is a public event, further noting that he his name has been put forward for office.

G.2 Notice of Motion

None

G.3 Additions to Agenda

None

G.4 Staff Discussion

None

H. Notice of Meeting Dates

Special Meeting of Council – Budget
November 30, 2011 9:00 a.m. Town Hall, Council Chamber

Planning and Building Committee,
December 5, 2011 7:00 p.m., Town Hall, Council Chamber

Special Meeting of Council – Budget
December 9, 2011 9:00 a.m., Town Hall, Council Chamber

Council Meeting
December 12, 2011 7:00 p.m., Town Hall, Council Chamber

Infrastructure and Recreation Committee
December 13, 2011 7:00 p.m., Town Hall, Council Chamber

Special Meeting of Council – Budget
December 14, 2011 10:00 a.m., Town Hall, Council Chamber

I. Confirmation By-law and Adjournment

Moved by: D.R. McKinlay Seconded by: R.J. Gamble

THAT By-law No. 2011 - 77, being a By-law to confirm proceedings of the Council of the Corporation of the Town of The Blue Mountains on November 28, 2011, be hereby enacted as passed this 28th day of November, 2011, Carried.

Councillors Ardiel and McKean did not vote or participate, having earlier declared a pecuniary interest.

Moved by: D.R. McKinlay Seconded by: Michael Martin

THAT this Council does now adjourn at 9:17 p.m. to meet again December 12, 2011, 7:00 pm, Town Hall, Council Chamber, or at the call of the Chair, Carried.

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Ellen Anderson, Mayor

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Corrina Giles, Town Clerk