

C.1 Support for 2011 Tourism Initiatives, CEDC.11.12

Lisa then reviewed the Report, noting the Economic Development Budget had been in existence since 2010, originally contemplated to work through a steering committee which is not yet in place. Lisa further noted in the interim, community partners had approached the Town for financial support for the subject initiatives.

Lisa noted the Salsa Festival and Apple Pie Trail events were previously operated, with the Ministry of Natural Resources recently having contacted the Town for support for the Fishway webcasting project.

Councillor Ardiel then questioned if the proposal was to replace the previously installed camera and monitor equipment, Lisa replying the existing monitor would remain with upgraded camera equipment that was better able to view and categorize fish.

Councillor Halos then questioned if the webcasting would be in real time, Lisa replying yes. Lisa further noted the Ministry has requested the Town act as a website host.

Councillor McKean then questioned if there would be a monitor in the Town Hall for viewing, Lisa replying that can be considered as part of the VenueVision set-up.

Joe then noted he would prefer to see people attend the fishway physically and questioned the level of attendance for the Salsa and Apple Pie Trail events, Lisa replying attendance was in the 1,000's and she could provide further detail.

Capital Accountant Darcy Chapman then attended the meeting.

Lisa then noted the Salsa and Apple Pie Trail events have both won Provincial awards, the Apple Pie Trail now in its third year, the Salsa event intended to attract first time visitors.

Gail then noted the Salsa event has previously won awards for attracting newcomers.

Chair Gamble then questioned if the Salsa event promotes the Village or the whole community, Lisa replying last year complementary events were operated in Thornbury and Collingwood.

Joe then questioned if the Events Coordinator was involved in these events, Lisa replying no.

John then questioned if the requests were for first time support, Lisa replying the Apple Pie Trail event had been previously supported.

The Committee then dealt with the following Recommendation:

Moved by: Gail Ardiel

Seconded by: John McKean

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.

In speaking to the Motion, Councillor Halos questioned support for the Fishway project in terms of value, given that the two festival events attract visitors. Lisa then noted 80% of visitors will do a web search first and the type of information available is important in their decision to visit.

Joe then noted if the Fishway webcasting was in real time there may be only short periods with fish evident, Councillor McKean noting different species will run at different times and may attract additional fishermen.

Chair Gamble then noted he understood there had already been 2,000 fish through this year.

The Committee then voted on the Recommendation, unanimously Carried.

C.2 The Blue Mountains Fire Department Quarterly Report – January - March 2011

Recommendation (Move, second)

This Report was deferred to the June 21, 2011 Committee meeting.

C.3 2011 Thornbury Business Improvement Area Levy, FIT.11.24

Rob then reviewed the Report, noting it was an annual Report based on the BIA approved 2011 levy, increased from \$75,000 to \$80,000 for 2011.

Councillor Halos then questioned the increase for businesses, Rob replying it represented a \$2.60 levy increase per business.

C.5 Recommended 2010 Year-end Transfers, FIT.11.25

Darcy then reviewed the Report, again noting the information was an audit requirement.

Darcy then noted Council has already seen these projects as part of the 2011 Budget process, this Report tracking to year-end 2010.

Councillor Halos then questioned how the BIA got a 2010 surplus to transfer, given previous BIA discussion, Chair Gamble noting transfers should be going the other way.

Darcy then clarified the BIA has approximately \$34,000 in reserves from previous surpluses, adding 2010 could actually be a deficit year and shown incorrectly for transfer the other direction.

Joe then noted it should show as a transfer from reserves to the BIA Budget, Darcy noting he would confirm funding status.

Chair Gamble then questioned Georgianview Estates servicing transfers from the Water Reserve Fund, Darcy noting the original developer had paid \$1,000 per unit toward a future reservoir and the reservoir was now built 25 years following, a similar situation to the transfer for sanitary servicing for the Shore Acres project, Shore Acres residents having paid wastewater fees for use of a communal septic system.

Darcy then retired from the meeting for clarification of the BIA transfer, the Committee concurring to defer further consideration of the matter until his return.

C.6 Monthly Flash Report – April 2011

Rob then reviewed the Flash Report, noting the previous Committee only wished to review Quarterly Reports.

Rob then noted 2011 development charge collection to date was \$53,456, with the 2011 projection of \$2,375,000 including local improvement project plant charges estimate at \$1,1 million.

Rob then noted the Building Department are estimating 80 to 90 new units which was budgeted for.

Chair Gamble then noted he had concerns with dc's in that the Budget suggests significant projects to be financed from dc revenue and Council has not yet seen an indication that 80 to 90 units will be realized. Rob then noted the next month or two will give a better indication if forecasts will be on track.

Rob then noted there have been previous service delivery reviews with 2010 being the last, with each Department's key services being reviewed.

Councillor McKean then noted it would be more difficult at Finance and Information Technology than with Infrastructure and Recreation, with roads, arenas and parks service more easily identified.

Chair Gamble then questioned if a statement or position should be made first by Council for Staff to consider, Rob replying that Staff want to be sure what Council wishes as a result.

Councillor Halos then noted Council realizes the economy is still a challenge and the Senior Management Team have a large role to play, adding there will have to be an examination of the support staff role.

Bob then noted there is concern with the economic growth factor and Council may have to determine what it will be and aim for that.

John then noted the Flash Reports are a good example and if trends become clear over time, what would Council do to bring matters under control.

Bob then stated the unfinanced Building Department debt is a concern, questioning where would funding sources come from and Council may require suggestions from the SMT. Bob noted one area to review for example may be the number of Town vehicles required by Staff.

Rob then questioned if the Committee is looking for stronger financial policy as a framework for Council consideration in addressing areas of concern, such as deficit situations.

Bob then noted Financial and Information Technology should lead as to what direction the Town could or should move toward.

Joe then stated it was tough to understand a lot of budgeting process and he would be all for strong financial budgeting tools to use.

E.2 Definition of In-kind Services from January 18, 2011 Committee meeting

January 18, 2011, Finance and Administration Committee

Moved by: Joe Halos

Seconded by: Gail Ardiel

THAT Council receive correspondence from the Small Business Enterprise Centre regarding a request for municipal support in the amount of \$2,000.00 for the SPARC Entrepreneur Challenge to be held on March 4, 2011; and

