



for community organizations' requests to be considered separately from business associations' requests. Community organizations would be groups such as the Girl Guides, the Golden Beavers, etc. Business Associations would be those groups such as the Blue Mountain Village Association, the Chamber, the BIA, the Small Business Centre, etc.

Lisa further noted that earlier this year, Council preapproved the grant budget for the community organizations in the amount of \$30,000. Applications have been received by Staff from community organizations and a summary of those requests will be presented to Council during the 2012 Budget process.

Lisa then noted that today, the business associations are here to outline their funding requests for the 2012 year. While the original Staff Report states that in this instance Council would direct Staff as to whether or not they wished to have a Budget Enhancement Report written up for each request, Staff would ask that the Committee consider the proposals today, but would recommend that such decisions be deferred to a later date, during the Budget process.

Lisa then noted Staff would also like to note that there is a proposed budget of \$30,000 for economic development projects in the 2012 budget, which is separate and apart from this process today. Staff have consulted with several stakeholder groups including the Blue Mountain Village Association, the Chamber, the BIA, the Small Business Enterprise Centre, regional economic development offices and the Agricultural Advisory Committee to receive input on the kinds of projects the Town should consider investing in under that specific budget.

Lisa then concluded by noting a Staff Report identifying those ideas and proposing a project list will be forthcoming during the November 28<sup>th</sup> meeting of Council.

### **B.1 Don Braden and Patti Kendall, Blue Mountain Village Association**

Don then spoke, noting support for the new Grants and Donations process.

Don then reviewed a presentation on the Centurion Cycling Festival, noting benefits from the event align well with the Red, Hot and Blue Economic Development Strategy, the Regional Economic Plan, The Sustainable Path and Strategic Plan documents.

Don then reviewed 2011 event results, noting participation and lodging in the area during the event were both up from 2010, adding the event was broadcast on TSN.

Don then noted a new C25 Ride will be included in 2012 and the Races will be included in the North American Centurion Championship series, with 5,000 riders expected.

Don then noted promotion of the 2012 event will be featured at the New York and Niagara events with Centurion agreeing the event will be exclusive in Regional Tourism Organization 7, adding promotion will be focussed on riders, including the two new events in large markets, being New York and Niagara.

Don then noted the request was for a three year commitment to in-kind services and \$20,000 for the 2012 marketing campaign.

Patti then reviewed a presentation on the Apple Pie Trail, noting the 2011 event won the Ontario Tourism Culinary Experience Award. Patti further noted the event is meant to attract tourism throughout the year and celebrate our region as apple country, align with experiential, touring and culinary travel trends, attract more visitors to the area, extend visitor's length of stay and most importantly create partnerships to increase visitation from a local market as well as Provincial and international visitors.

Patti then reviewed recent media coverage of the 2011 event, adding application had been made for Canadian Tourism Commission Signature Collection status. Patti further noted social media was used for promotion and 23% of attendees found the event through a Google search.

Patti then noted future challenges include further developing local promotion and grass roots initiatives and delivering on expectations.

Patti concluded by noting the 2012 request was a \$5,000 contribution for product development.

Councillor McKean then questioned how long the promotion or event lasts, Patti replying it was a year long trail with different experiences throughout the year.

Councillor Ardiel then noted she was at the Royal Winter Fair this year questioned if it would be beneficial to have a booth set up to promote apple products and recipes, Patti concurring it would be a great opportunity for a collaboration with the fruit growers association.

Councillor Halos then questioned what would the attendees be searching to find the event through Google, Patti noting 14% attended through direct knowledge, adding any time an e-mail was sent out with food content there was a 50% increase in response from those searching for culinary experiences.

Chair Gamble then thanked Don and Patti for their presentations and noted Council appreciates their enthusiasm and efforts put into events and promotion.

## **B.2 Linda Wykes, Clarksburg Business Group**

Linda then reviewed the events held in Clarksburg during 2011, including the Canada Day Parade and Breakfast, Artsburg Day, Duck Race, Applefest and Village Tree Lighting.

Linda then noted the 2012 request was for \$2,000, \$500 for music, \$300 for banners and \$1,200 for horse and wagon rentals.

Councillor Halos then noted he was impressed with the Clarksburg group and their efficient administration and use of funds.

Chair Gamble then thanked Linda for her presentation and past efforts in promotion of the area.

### **B.3 Marg Fairley, The Blue Mountains Chamber of Commerce**

Marg then introduced Directors Jim Farmillo, Diane Bailey, Pam Wright and George Matamora in attendance.

Marg then noted the mission of the Chamber is to be the spokesperson for the business community and to be a catalyst through which business and the community can work together for the common good and economic prosperity of the community.

Marg then noted a new business plan was developed beginning in 2008 to reflect a larger role in member advocacy and economic development.

Marg then reviewed the 2012 request of \$12,500, representing a Business Resource Centre, \$1,000, a Lifestyle and Cultural Showcase Exhibition, \$5,000, a Community Promotional Brochure, \$2,000, Business and Community Excellence Awards, \$2,500 and a Community and Business Resource Guide, \$2,000.

Marg then noted the Chamber has identified gaps in the community which require resources and manpower and the Chamber believes their proposals will meet these gaps, adding start-up funds are required to provide the quality of product and service necessary.

Marg then further noted a gap existed in addressing the arts and young entrepreneurs, adding a mentorship program would be included.

Marg then reviewed the proposed Business Resource Centre, noting such a Centre is supported in the Red, Hot and Blue Economic Development Strategy.

Marg then reviewed the proposed Lifestyle and Cultural Exhibition, noting it would not be a trade show but rather a celebration of the local lifestyle, including food, wine and agriculture. Marg then noted the Exhibition would meet targets contained in The Sustainable Path.

Marg then reviewed the third proposal, a Community Promotional Brochure for area businesses to use at trade shows and would be distributed through various associations as well.

Marg then noted the fourth initiative are proposed Business Community Excellence Awards, which the Chamber would like to include sustainability, Taste of Blue and innovation awards.

Marg then reviewed the fifth initiative, a Community and Resource Business Guide that would be a take-away from the Resource Centre, representing a comprehensive review of area businesses, compliant with the Red, Hot and Blue Economic Development Strategy.

Marg then noted the Chamber is very excited about the opportunities available in The Blue Mountains, adding the Town would receive three times the requested investment in volunteer hours, the Board members all living and working within Town.

Councillor Ardiel then thanked Marg and the other Directors for the presentation, adding it is important to get such information to Council and as she now represents Council at the Board, she knows how hard the Board works and how many groups partner together in promoting the Town.

Councillor McKean then questioned in the event the Town could not fund all the proposed projects, could Council direct where funds would be applied, Marg replying absolutely.

Councillor Halos then questioned mentorships and how many businesses at present take advantage of such a program, Marg replying she was not aware of any but it was identified as an area to pursue.

Joe then questioned how many new businesses opened and how many closed in 2011, Marg replying she did not have that information but generally customer traffic has not increased to the level hoped for.

Joe then noted he would be willing to act as a mentor.

Councillor Martin then noted what the Chamber has presented is excellent in that the Town needs a business resource centre and the two previous questions shows the need, adding the issues identified as gaps are good and as far as economic development is concerned, the proposals identified are required

Chair Gamble then thanked the Chamber for their presentation, adding Council recognizes the enthusiasm the Chamber shows and in the past the Chamber has met challenges head on and done the best they could for the community.

#### **B.4 George Matamoros, Thornbury Business Improvement Area Board of**

## **Directors**

George then spoke, noting BIA efforts comply with the Red, Hot and Blue Economic Development Strategy and The Sustainable Path documents and enhance community vibrancy, adding a vibrant community and attractive environment attracts people and visitors.

George then noted the BIA annually contributes \$80,000 and hundreds of volunteer hours in beautifying the area and organizing events, frequently partnering with other groups.

George further noted the BIA is requesting the Town contribution be increased from \$5,000 to \$25,000 for 2012, representing in-kind services in the amount of the \$15,000 the BIA currently pays for Parks and Recreation labour and materials and a \$10,000 capital contribution to decorate gateways to the Town and subsidize the cost of upgraded banners.

George then noted the BIA had a 2011 deficit of \$10,760, after purchasing all new banners, developing a new logo and enhancing animation at events.

George further noted the BIA had recently partnered events with the Village Association, the Clarksburg Business Group and the Library, adding the Town position of Youth and Event Coordinator has been of great help.

George then noted he hoped Council would increase their support for BIA efforts and events, adding The Sustainable Path identifies community support for events and a sense of pride in the community as goals.

Councillor Halos then questioned how the deficit is funded, George replying through reserves. George further noted the new banners cost \$12,000 and it was felt this could be funded over three years but the banners only lasted two years due to wind and weather.

Joe then questioned status of reserves, George replying they were formerly \$35,000, now \$25,000.

Councillor Martin then questioned the request for in-kind services in the amount of \$15,000 rather than cash, George replying all BIA activity takes place on municipal property and the BIA is charged for labour costs to water flowers and install banners and decorative lighting.

Michael then clarified the request was to increase the Town contribution from \$5,000 to \$15,000, George replying yes.

Michael then noted he could appreciate reserves being reduced as the Town is in the same position.

George then noted every municipality is competing to attract visitors, Thornbury being probably the second largest attraction after the Blue Mountain Village in The Blue Mountains and should be considered a flagship attraction.

Michael then noted the BIA was certainly moving in the right direction, because if the business area is not attractive it is a bad situation.

Councillor Ardiel then questioned the status of the BIA CAUSE funding, George replying the outstanding \$45,000 should be paid in three years, adding given the economy, he did not believe the BIA could wait three more years to promote excellent events to attract visitors.

Chair Gamble then thanked George for his presentation and the efforts and interest of the BIA in promoting the community.

### **B.5 Gillian Fairley, Small Business Enterprise Centre**

Gillian then spoke, noting the SBEC is a resource centre for local businesses in The Blue Mountains, Collingwood, Clearview and Wasaga Beach.

Gillian then noted SBEC provides free consultations with a business consultant, review of business plans, workshops and seminars on business related topics and guidance on licences, permits, regulations and other items required to start and build a business.

Gillian then reviewed the Summer Company program offering grants of up to \$3,000 for student entrepreneurs, in 2011 three students from The Blue Mountains being involved.

Gillian then reviewed the Business Innovation Competition (SPARC) open to residents of the four municipalities. Gillian then reviewed statistics for The Blue Mountains, noting workshops and seminars are in addition to consultations.

Gillian then noted future initiatives included regional satellite office locations so clients would not have to travel to Collingwood, a business visitation program, increased access to professionals, as well as ongoing workshops and seminars.

Gillian then noted the 2012 request is \$2,500 in annual SBEC funding and \$2,000 for the SPARC competition that would go directly to the successful businesses.

Councillor Ardiel then questioned if the Province increased funding over the years, Gillian replying 2010 Provincial funding increased by \$6,250 per quarter for the SBEC for a total of \$80,000, with the Province providing \$3,000 to SPARC, Canada Business Ontario providing \$1,000.

Gail then noted she was glad to see review of business plans was a service offered, as business plans are increasingly important to financial institutions.

Councillor Martin then questioned the 2010 Town contribution, Gillian replying the Town contributed to SPARC but not the SBEC.

Chair Gamble then thanked Gillian for her presentation and noted the request will be considered.

#### **B.6 Dr. John Donald, Georgian College**

Dr. Donald then spoke, noting support was requested for the establishment and maintenance of the John Di Poce South Georgian Bay Campus.

John then noted the request was for \$300,000, the College being flexible on any terms of the pledge.

John then explained the new facility cost \$8,000,000 and \$4,000,000 in Federal funding was received with the land being gifted, however, there is a gap of \$4,000,000 in funding.

John noted they have been working with south Georgian Bay municipalities for support, with the College providing some of the funding directly. John further noted \$2,000,000 had been requested from Simcoe County.

John then noted The Blue Mountains had incorporated post-secondary education into the Strategic Plan and the new campus meets those goals.

John then noted the new facility was the first permanent campus in area history with capacity to triple previous enrolment, with 13% of current enrolment from The Blue Mountains. John further noted the new campus allows for far better course planning and presentation.

John then explained the programming includes business fundamentals and general arts and sciences in fields where students can get relative jobs. John further noted future growth plans include programs related to sustainable technology and agriculture.

John then reviewed the economic benefits of the new campus, such as the provision of a larger skilled workforce in the area, such an institution inspiring for students to attend and encouraging for life-long learning.

John further noted the facility will assist in encouraging graduates to stay and work in the area.

Councillor Ardiel then noted she attending the opening, adding it was wonderful to have the College in the area and it is a beautiful facility. Gail further noted

business fundamental courses will be of great benefit in partnering with the Chamber and BIA for entrepreneurial education.

Gail then noted she had spoken with Collingwood and Clearview representatives and they indicated they were looking to Simcoe County for funding, adding perhaps this request could be presented for consideration at Grey County Council.

Chair Gamble then thanked Dr. Donald for his presentation, adding he had visited the former Collingwood site and the new facility is wonderful in comparison, adding there should be an eager student group.

## **C. Staff Reports**

### **C.1 Service Delivery Review - Fire Department Memorandum and 2011 Core Services**

Chief Ron Doherty then spoke, noting he was looking for direction from the Committee regarding an updated Establishing and Regulating By-law to ensure the core services offered are satisfactory to Council.

Ron then noted once core services were confirmed, they would be subject to an operational planning review which would identify any gaps in service provision, adding the Fire Master Plan is still a guiding principle.

Ron then reviewed 2011 Fire Department Core Services, noting three additional core services have been added since the current 1998 Establishing and Regulating By-law.

Councillor Martin then stated it is needed for all members of Council to be comfortable with the core services to be provided, adding there may be a difference in service above and below the escarpment. Michael further noted Council will have to consider a position on water rescue service and what the community's wishes are.

Michael then stated he had been impressed with an earlier Office of the Fire Marshall seminar held in Meaford, the OFM making it clear that core services should be established and then clearly communicated to the public.

Michael then questioned the definition of Farm Accident, Ron replying there is specific training in addressing various farm vehicles. Michael then asked if individuals have the training, Ron replying yes.

Michael then stated if a core service is identified and we cannot perform it, we may be liable. Michael further noted some ratepayers question why so much money is spent on fire prevention efforts, but if something can be prevented, fire costs are reduced.

Michael concluded by stating the Town is fortunate to have a volunteer force, adding the rest of Council should be involved in the discussion.

Councillor Ardiel then noted all of Council would have benefitted from attending the Meaford seminar, questioning if the water rescue boat had been purchased in 1998, Ron replying it was purchased after the 1998 By-law in partnership with Collingwood.

Gail then noted water rescue could be defined as from shore only and that could be identified as a core service, adding the public has to realize that additional core services will cost more money.

Councillor McKean noted regarding water rescue, the Town features a significant shoreline and visitors could expect offshore rescue and if we didn't have the rescue boat, firefighters might attempt a rescue anyway and there may be liability.

John then noted the title line "Operations will only be carried out to the limit of training taken and equipment available" and questioned if the decision is made at the time of the call, Ron replying actions are limited to the training of those firefighters responding.

Councillor Halos then noted it is good to bring this discussion forward, adding we have to ensure everyone is trained on what we have to do.

Chair Gamble then noted at the Meaford seminar he received a document that detailed risk exposure to municipalities and how important the Fire By-law was to limit liability.

Bob then noted the Fire capital budget over the next five years is unfinanced by \$1,000,000 and it is important to decide what level of service will be provided.

Troy then noted the Fire Master Plan does recommend review of the Establishing and Regulating By-law and we can examine the documents from the OFM seminar and consider the risks and resources available and determine a fire service level that is appropriate for The Blue Mountains.

Bob then questioned timing, Ron replying the core services must be established by Council and then the levels would be considered through an Operational Planning assessment to determine risk management and service levels may be reduced or increased.

Bob then questioned if Council would be considering two service levels, adding in the serviced area of Town hydrants could be accessed in minutes but in the rural area the only water initially available may be what is in the tanker first arriving, and that level of service will have to be examined to determine risk level.

Troy then noted he and Ron can approach Council and establish a meeting date.

Michael then noted the title line in the Core Services listing is a very important issue, for example in the case of a water rescue where responding volunteers are not trained and the rescue is not performed, and it is important to communicate this to the public, as the public may have certain expectations.

Michael further noted as the Chair earlier referenced, it is perhaps more important to increase fire prevention education in rural areas.

The Committee then dealt with the following Recommendation:

Moved by: Michael Martin                      Seconded by: Gail Ardiel

THAT this Committee directs the Chief Administrative Officer to organize a special training session of Council to determine Fire Department Core Service Levels.

In speaking to the Recommendation, Councillor Halos noted it will be important to have the Core Services defined before the subject meeting.

Councillor McKean then questioned if it was his understanding the Town is moving toward an urban/rural firefighting standard because we have not this before and he could foresee concerns if this was proposed.

Joe replied he was not suggesting that, adding at the OFM seminar the OFM advised if residents are 30 minutes from the Firehall, it is not possible to provide internal fire suppression.

John then noted for anyone who has lived in the rural area for some time, it is known the first action in the case of a fire is to get everyone out of the dwelling.

Michael then clarified if the community has the expectation there will be in-house rescue and following response it cannot be conducted, the municipality may be liable.

Troy then noted the Town has a lot of new residents and they may be bringing higher expectations regarding matters such as fire protection.

Chair Gamble then noted perhaps fire prevention education should include home inspections and establishment of home fire safety practices.

Councillor Ardiel then questioned how municipal insurance premiums might be affected if trained firefighters were not available for high risk response. Gail further noted the OFM advised it was important to communicate to the public

what services would be available and insurance premium increases can be related to core services available.

Troy then noted the municipality is not necessarily liable for every accident on municipal property if a level of service is established and adhered to, but if a service is approved and not successfully offered there may be liability.

The Committee then voted on the Recommendation, Carried.

Ron then noted there may not be time to complete the Operational Planning assessment prior to Budget approval, Michael replying the defining of core services will establish how the Fire Department can operate and Operational Planning could follow.

### **C.2 Service Delivery Review – Finance and Administration**

Rob then reviewed service delivery to date, noting the Finance and Information Technology Department is moving forward with consideration of an increase in insurance deductible levels based on increased risk management practices. Ron further noted they will also look at alternate providers for some services.

Rob then distributed a 2012 Budget Change Paper addressing insurance premiums for review, noting increased deductibles represents a \$20,000 reduction in the Budget.

Rob then noted he anticipated Conservation Authority levies will increase, Councillor Ardiel noting the NVCA Board are considering a 2.4% increase.

Councillor Martin then noted we can expect an increase at the GSCA but to what extent he did not know, adding revenue should be increased from successful sale of wood from Authority woodlots.

Rob then noted the current 2012 Budget is carrying a 4 to 4.5% increase in levies and 2.4% would be good.

### **C.3 Monthly Financial Reports – period ending October 31, 2011, FIT.11.54**

Rob then reviewed the Reports, noting discretionary spending has been frozen until year end.

Rob then noted User Fee Harbour and Building revenues are expected to have a deficit of approximately \$270,000, with Water expected to have a deficit of \$150,000 to be offset with stabilization reserves, if they exist.

Rob then noted the development charges forecast has been decreased from \$1.53 million to \$1.2 million, with \$700,000 to be collected shortly from the billing of servicing projects.



