



Minutes

Community Recovery Task Force

Meeting Date: June 24, 2020
Meeting Time: 10:00 a.m.
Location: Microsoft Teams Meeting
Prepared by Sarah Merrifield, Executive Assistant Committees of Council

A. Call to Order

Mayor Alar Soever called the meeting to order at 9:39 a.m. following the adjournment of the large Task Force meeting. Councillor Peter Bordignon and Councillor Rob Sampson were present.

Town staff present were Chief Administrative Officer Shawn Everitt, Director of Finance and IT Services Ruth Prince, Director of Community Services Ryan Gibbons, and Manager of Communications and Economic Development Tim Hendry. Director of Operations Shawn Carey joined the meeting at 9:43 a.m.

- **Task Force Member Attendance**
- **Approval of Agenda**

Moved by: Rob Sampson

Seconded by: Peter Bordignon

THAT the Agenda of June 24, 2020 be approved as circulated, including any additions to the Agenda, Carried.

Declaration of Pecuniary Interest and general nature thereof

NOTE: In accordance with the *Municipal Conflict of Interest Act* and the Town Procedural By-law 2019-56, Community Recovery Task Force members must file a written statement of the interest and its general nature with the Clerk for inclusion on the Registry.

Councillor Peter Bordignon declared a pecuniary interest regarding Item B.2 (motion) Jersey Barrier Public Consultation Summary regarding Canada Day beautification options as he has ownership in a vendor that may supply goods.

- **Previous Minutes**

- Moved by: Peter Bordinon Seconded by: Rob Sampson

THAT the Community Recovery Task Force Minutes of June 17, 2020 (large task force), and the Minutes of June 17, 2020 (small task force) be approved as circulated, including any revisions to be made, Carried.

B. Matters for Discussion

B.1 ExploreBlue.ca Advertising Campaign Update – Manager of Communications and Economic Development Tim Hendry

- Facebook advertising campaign for Explore Blue launching June 24, 2020
- Canada Day, Parks/Trails/Beaches and Business Support content added
- Members of Council requested confirmation on the amount spent on the Explore Blue website to date

Director of Operations Shawn Carey joined the meeting at 9:43 a.m.

- Chief Administrative Officer Shawn Everitt noted Senior Management Team is reviewing the Town's website analytics, and the COVID-19 page has been one of the top 2 pages visited over the past month

B.2 Jersey Barrier Public Consultation Summary – Tim Hendry

- Reviewed business owner survey results regarding the jersey barriers
- Any new request by the Business Improvement Area regarding the barriers should be brought forward for Council's consideration at the June 29, 2020 Council meeting
- Discussed a revised plan that can be circulated to the business owners for consideration
- Shawn Everitt noted that reconfiguration of the jersey barriers will carry significant costs
- Manager of Communications and Economic Development Tim Hendry noted a number of businesses may support a full road closure
- Any revision to the jersey barrier configuration would need to be provided to the County of Grey for consideration

Councillor Peter Bordignon vacated the meeting due to a pecuniary interest regarding jersey barrier beautification.

Moved by: Rob Sampson

Seconded by: Alar Soever

THAT the Community Recovery Task Force requests staff to investigate jersey barrier beautification options for Canada Day which includes: the Canadian flag, the Provincial flag and the Town logo, or similar, Carried.

Councillor Peter Bordignon rejoined the meeting.

Moved by: Rob Sampson

Seconded by: Peter Bordignon

THAT the Community Recovery Task Force requests staff to consult with Grey County on removal of the right-hand turn lane from Bruce Street South onto Highway 26 and submit a revised site plan for the jersey barriers on Bruce Street South using “bump out” configuration for businesses that agree with jersey barrier placement, Carried.

B.3 Business Toolkit and Sign Installation – Tim Hendry and Director of Community Services Ryan Gibbons

Business Re-Opening Toolkits

Moved by: Rob Sampson

Seconded by: Alar Soever

THAT the Community Recovery Task Force approve staff to utilize the COVID-19 recovery budget to continue supplying business re-opening toolkits as demand dictates, Carried.

Sign Installations

- Majority of signs in the community have been installed (parks/trails/beaches)

B.4 Canada Day Event Update –Ryan Gibbons

- Council’s Canada Day video nearing completion
- Explore Blue webpage for Canada Day has been set up
- Press Release being circulated to advise of the event

C. Correspondence

None

D. New and Unfinished Business

D.1 Additions to the Agenda

D.2 Items Identified for Discussion at Next Meeting

E. Upcoming Meeting Dates

July 8, 2020 (Large Task Force Meeting) – 9:00 a.m.
Microsoft Teams

July 8, 2020 (Small Task Force Meeting) – 10:00 a.m.
Microsoft Teams

F. Adjournment

Moved by: Rob Sampson

Seconded by: Peter Bordignon

THAT the Community Recovery Task Force does adjourn at 10:37 a.m. to meet again at the call of the Chair, Carried.