



GENERAL GOVERNMENT COMMITTEE REPORT

Held Thursday, May 16, 2013 at 2:30 p.m.
In the Classroom, Town Hall

PRESENT: R. Anderson Councillor/Chair
C. Patterson Mayor
G. Watson Councillor
S. Wells Councillor
M. Bercovitch Councillor

G. Vadeboncoeur CAO
T. Nicholson Clerk
P. Archdekin Deputy Clerk
M. Quinlan Treasurer
D. Vincent MLEO
J. Legget EDCCO

ABSENT: D. Foster Deputy Mayor

1. CALL TO ORDER

Councillor Anderson called the meeting to order at 2:30 p.m.

Councillor Anderson noted that Councillor Bercovitch is sitting in for Deputy Mayor Foster today.

2. DISCLOSURE OF PECUNIARY INTEREST

Councillor Wells declared a Pecuniary Interest with respect to Agenda Item Admin g) Parking Agreements as an immediate family member has a business relationship with the property owner.

The Chief Administrative Officer requested that Item g), regarding the Parking Lot Agreement for 10 Main Street – 2010, 2011 & 2012 Tax Years, be removed from the Agenda as he has been made aware of additional information to consider revising his report and will bring back in June. Consensus was provided by the Committee to remove Item (g) from the Agenda.

3. DELEGATIONS/PRESENTATIONS - None

4. UNFINISHED BUSINESS

- a) Sign By-Law (reviewed) – March 12, 2009
- b) Business Licensing – Schedule ‘A20a’ (broaden mixed uses) – 15 April 2009
- c) N. Vidinovski - Parking Lot Agreement for 10 Main Street for 2010 Tax Year – 18 August 2011
- d) Encroachment Policy – 2012

5. DEPARTMENT REPORTS

Municipal Law Enforcement

a) **Monthly Report – April 2013**

MOVED BY C. PATTERSON
SECONDED BY S. WELLS

RESOLUTION NO. 2013-05-01

RESOLVED THAT the General Government Committee does hereby receive the April 2013 Municipal Law Enforcement Department’s Report, for information.

CARRIED

b) **Request for Sign Variance – 3 Temporary Sign Locations – 40 Theme Park Drive, Wasaga Meadows Development, Parkbridge Lifestyle Communities**

MOVED BY S. WELLS
SECONDED BY C. PATTERSON

RESOLUTION NO. 2013-05-02

RESOLVED THAT the General Government Committee does hereby recommend to Council that a request for a sign variance for location, identified on the Wasaga Meadows Temporary Sales Sign – Site Plan, be approved with the following conditions:

1. That the temporary single sided signs have a maximum display area of 64 square feet each;
2. That the temporary signs each maintain a minimum property set back requirement of ten (10) feet and not block any sight lines;
3. That the applicant obtain a Building Permit from the Building Department for each temporary sign location;
4. That the temporary signs be approved for a period of three (3) years from the date of approval or upon the development being sold out, whichever comes first;
5. That the signs and sign face, as approved are maintained in good condition and for the purposes (s) stated in the letter of application.

CARRIED

c) **Amendment to Sign By-Law #96-10 – Developers Request for Temporary Sign Variance – Relief from notification requirement**

MOVED BY S. WELLS

SECONDED BY M. BERCOVITCH

RESOLUTION NO. 2013-05-03

RESOLVED THAT the General Government Committee does hereby recommend to Council that Sign By-Law #96-10 be amended to allow an exemption to the notification requirements under Section 12.2, for application pertaining to temporary sign variances received for Development properties.

CARRIED

d) **Amendment to Sign By-Law #96-10 – Banner Signs/Ground Signs**

Councillor Wells indicated he was not comfortable with the proposal. He can agree with the portable signs and while he is aware of sign pollution, he respects a business' right to advertise. Finding the options confusing he requested clarification. Mr. Vincent responded that he proposed one sign per 100 foot of frontage for 7-30 days per property, not per business. Signs could be up for 30 days, then down for 30 days. Councillor Wells then spoke to the strip malls with a number of businesses and they can only have one banner sign if there isn't already an existing sign and who will decide who advertises. He felt it would create a stronger issue in terms of monitoring and enforcement.

Councillor Bercovitch agreed it would be a nightmare to monitor. Years ago Council banned portable signs and it cleaned up the Town. He had that kind of business sign and did not like the change at the time. He felt that people should be paying attention to driving not looking at signs.

Mayor Patterson confirmed that a number of years ago the sign pollution had us looking like Las Vegas and we did clean it up. He also finds this proposal confusing and suspects how to enforce and apply the penalty, stating that it would be hard to enforce.

Mr. Vincent advised that owners would be required to fill out a Sign Application, pay the fee and be prosecuted under the Sign By-Law for non-compliance. If passed, this will create a work load for the department.

Mayor Patterson inquired of A frame signs. Mr. Vincent responded they are permitted two days a week and staff do go around and pick them up.

It was noted that on Bayfield Street near Maplevue all you see is signs. The Mayor suggested it be referred back to staff for more information on enforcement.

Councillor Anderson indicated he did not have a problem with the banner signs but doesn't understand how it will be monitored and enforced. He felt they were more tasteful than portable signs. Councillor Anderson questioned the Town's own banners.

Councillor Wells felt Council is getting too regulatory and should look at what it can live with and leave enforcing to the businesses not Town staff.

Mayor Patterson did not have a problem with banners if controlled and for a single purpose. To approve banners for on or off days he has an issue with.

Councillor Wells added that he doesn't see the Town banners as business; they are Town promotion. It was then;

MOVED BY M. BERCOVITCH
SECONDED BY S. WELLS

RESOLUTION NO. 2013-05-04

RESOLVED THAT the General Government Committee does hereby recommend to Council that the Sign By-Law #96-10 be amended to reflect the restrictions for Banner/Ground Signs as set out in Option B that permits limited use of these types of signs.

Referred. Committee provided consensus to refer the matter back to staff for further review.

MOVED BY C. PATTERSON
SECONDED BY S. WELLS

RESOLUTION NO. 2013-05-05

RESOLVED THAT Item 5)d) be referred back to staff for further review to look at simplified options for the provision of banner signs on multi-tenant properties and the length of time the banner is permitted.

CARRIED

- e) **Amendment to Parking By-Law #2005-17 to include the new Resident parking Pass – Only lot on 24th St. N.**

MOVED BY C. PATTERSON
SECONDED BY S. WELLS

RESOLUTION NO. 2013-05-06

RESOLVED THAT the General Government Committee does hereby recommend to Council that Schedule "A", of the Parking By-Law #2005-17, be amended to include 24th Street Lot in Column 1 and 31, 24th Street North, Plan 679 Lot 30, RP51R-7867 Part 9 as well as 35 24th Street North, Plan 679 Lot 31; both in Column 2 adjacent to "24th Street Lot".

CARRIED

- f) **Municipal Law Enforcement Accounts – April 2013** – Committee had no comments.

Economic Development and Communications

- a) **Monthly Report – April 2013**

MOVED BY S. WELLS

SECONDED BY C. PATTERSON

RESOLUTION NO. 2013-05-07

RESOLVED THAT the General Government Committee does hereby receive the April 2013 Economic Development and Corporate Communication Officer's Report, for information.

CARRIED

- b) **Façade Improvement – Cooper's Cabins – 29 Dunkerron Avenue**

Ms. Legget spoke to the comments from the last General Government meeting and contacted the applicants. The first two applications are established businesses and Crossfit is a new business that she encouraged to apply. It was then;

MOVED BY C. PATTERSON

SECONDED BY M. BERCOVITCH

RESOLUTION NO. 2013-05-08

RESOLVED THAT the General Government Committee does hereby recommend to Council that it approve Mr. Jay Bell's application for funding under the Façade Improvement Program in the amount of \$452.00 for signage improvements to Cooper's Cabins, located at 29 Dunkerron Avenue, subject to Mr. Bell meeting all the town's requirements at the time of releasing the grant.

CARRIED

- c) **Façade Improvement – Sweet Tooth – 25 Mosley Street**

MOVED BY M. BERCOVITCH

SECONDED BY C. PATTERSON

RESOLUTION NO. 2013-05-09

RESOLVED THAT the General Government Committee does hereby recommend to Council that it approve Mr. Sam Moncada's application for funding under the Façade Improvement Program in the amount of \$2,000.00 for façade and building improvements to 25 Mosley Street, subject to Mr. Moncada meeting all the Town's requirements at the time of releasing the grant.

CARRIED

d) Façade Improvement – CrossFit Indestri Beach – 707 River Rd. W., Unit #6

MOVED BY M. BERCOVITCH
SECONDED BY S. WELLS

RESOLUTION NO. 2013-05-10

RESOLVED THAT the General Government Committee does hereby recommend to Council that it approve Mr. Dillon Fremlin's application for funding under the Façade Improvement program in the amount of \$957.68 for new business signage for his business CrossFit Indestri Beach, located at 707 River Road West, Unit #6, subject to Mr. Fremlin meeting all the Town's requirements at the time of releasing the grant.

CARRIED

e) Signage Component of Facade Improvement Program

A lengthy discussion ensued with respect to the signage component of the Façade Improvement Program; the current criteria; proposed changes to the criteria and leaving as is for the remainder of the year. It was noted that a further review of the program is required to coincide with budget considerations in the fall. It was then;

Councillor Watson entered the meeting at 3:05 p.m.

MOVED BY S. WELLS
SECONDED BY C. PATTERSON

RESOLUTION NO. 2013-05-11

RESOLVED THAT the General Government Committee does hereby recommend to Council that it approve the minor clarifications to the Façade Improvement Program to clarify eligibility requirements.

Referred. Committee provided consensus to refer the matter back to staff for further review.

MOVED BY S. WELLS
SECONDED BY C. PATTERSON

RESOLUTION NO. 2013-05-12

RESOLVED THAT Item 5, Economic Development and Communications, item e) be referred back to staff for further review, to come back to Committee in the fall of 2013.

CARRIED

f) **Simcoe County Funding for Economic Development**

The CAO noted there is the potential for significant funds for the Town; \$50,000 in 2013 and \$50,000 in 2014 to be made available to the Town pending an application that falls within the County's Strategic Plan. It was then;

MOVED BY M. BERCOVITCH
SECONDED BY S. WELLS

RESOLUTION NO. 2013-05-13

RESOLVED THAT the General Government Committee does hereby receive the EDCCO's May 16th, 2013 Report on Simcoe County funding for Economic Development, for information.

CARRIED

- g) **Economic Development & Communications Accounts – April 2013 –**
Committee had no comments on the accounts.

Administration

- a) **Treasurer – Financial Disclosure Requirements – Ontario Regulation 284/09**

The Treasurer spoke briefly to the OMPH grant and provided information that it is being cut back. It was then;

MOVED BY C. PATTERSON
SECONDED BY S. WELLS

RESOLUTION NO. 2013-05-14

RESOLVED THAT the General Government Committee does hereby recommend to Council that it receive the Report from the Treasurer dated May 16, 2013 addressing the financial disclosure requirements as outlined in Ontario Regulation 284/09 with respect to the amortization expense being excluded from the 2013 budget.

CARRIED

b) **Treasurer – 2012 Annual Investment Report**

MOVED BY C. PATTERSON
SECONDED BY S. WELLS

RESOLUTION NO. 2013-05-15

RESOLVED THAT the General Government Committee does hereby recommend to Council that it receive the Treasurer's 2012 Investment Report, for information.

CARRIED

c) **Treasurer – Nancy Island Lions Club request to waive rental fees**

Mayor Patterson inquired if this is consistent with other not-for-profit requests. The Treasurer confirmed it is consistent with all those who make the request.

Councillor Wells noted this is a Service Club. The other Lions Club paid a fortune to build its own Lions' Den and look after it. He noted he is starting to have difficulty with the various Clubs expecting that because they contribute to the Town, they should not have to pay rental fees and they use that as an excuse why the cost of the facilities is to be borne by all the other residents of the Town. He questioned why have a fee schedule for all organizations and rather let any Club use the room for free. He advised he will not support the motion. It was then;

MOVED BY M. BERCOVITCH
SECONDED BY C. PATTERSON

RESOLUTION NO. 2013-05-16

RESOLVED THAT the General Government Committee does hereby recommend to Council that it not waive the hall rental fees for the Nancy Island Lions Club in the amount of \$2,370.00; and instead that Council provide a grant equivalent to the rental fee.

CARRIED

d) **Cemetery Custodian – Erosion Hazard Study – Phase 3**

MOVED BY S. WELLS
SECONDED BY M. BERCOVITCH

RESOLUTION NO. 2013-05-17

RESOLVED THAT the General Government Committee does hereby recommend to Council that Terraprobe be retained to provide a Level 1 MNR Site Specific Erosion Hazard Study on Phase 3 of the Wasaga Beach Cemetery at the proposed cost of \$1,950.00, plus HST, to be charged to the Cemetery Reserve Account.

CARRIED

e) **Deputy Clerk – Request to Purchase Public Property – 520 River Rd. E.
Unopened Road Allowance**

MOVED BY M. PATTERSON
SECONDED BY S. WELLS

RESOLUTION NO. 2013-05-18

RESOLVED THAT the General Government Committee does hereby deem the unopened road allowance to the water off John Street and River Road East to be declared surplus to the municipality's needs subject to the condition that all property owners purchase the appropriate portion that abuts their property and no property is land locked or without private access.

CARRIED

f) **CAO -Request to Purchase Public Property – 550 River Rd. W.
Chamber of Commerce/Visitor Information Centre location**

Councillor Bercovitch suggested it is a good opportunity to review the Visitor Information Centre/Chamber location but is concerned with giving permission without having a location or another Chamber office.

Councillor Anderson stated that this is a prime piece of property that is worth something and only one person has had an opportunity to express an interest. It is very saleable. He also noted that most staff did not support the sale and he will not support the motion. It was then;

MOVED BY S. WELLS
SECONDED BY C. PATTERSON

RESOLUTION NO. 2013-05-19

RESOLVED THAT the General Government Committee does hereby recommend to Council that the lands known as 550 River Road West, being the current location of the Chamber of Commerce/Visitor Information Centre, be declared surplus to the Municipality's needs and that the Town grant an option to the abutting property owner to purchase the property, subject to the conditions outlined in the CAO's staff report dated May 16, 2013.

DEFEATED

g) **CAO – Nick Vidinovski – Parking Lot Agreement for 10 Main Street – 2010,
2011 & 2012 Tax Years**

As previously noted this item has been pulled from the Agenda.

h) Council and Administration Accounts – April 1-30, 2013

MOVED BY S WELLS

SECONDED BY M. BERVOVITCH

RESOLUTION NO. 2013-05-20

RESOLVED THAT the April 2013 Accounts as reviewed by General Government Committee, are hereby confirmed.

CARRIED

6. OTHER AGENCY REPORTS - None

7. DATE OF NEXT MEETING – June 13, 2013

8. ADJOURNMENT

Councillor Anderson adjourned the meeting at 3:20 p.m.