



GENERAL GOVERNMENT COMMITTEE

REPORT

Held Thursday, February 20, 2014 at 2:30 p.m.
Classroom, Town Hall

PRESENT:

R. Anderson	Councillor/Chair
M. Bercovitch	Councillor
D. Foster	Deputy Mayor
G. Watson	Councillor
S. Wells	Councillor
N. Bifulchi	Councillor
C. Patterson	Mayor
G. Vadeboncoeur	Chief Administrative Officer
T. Nicholson	Clerk
P. Archdekin	Deputy Clerk
D. Listro	MLEO
M. Quinlan	Treasurer
J. Legget	EDCCO

1. CALL TO ORDER

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

2. DISCLOSURE OF PECUNIARY INTEREST

Councillor Bifulchi declared a Pecuniary Interest with respect to to cheque 015466 as it pertains to a family member.

3. DELEGATIONS/PRESENTATIONS

a) Enzo Grossi - Assuming the Lease from Kowabunga

Mr. Grossi was welcomed to the table. Mr. Grossi advised that he has spoken with the owner of Kowabunga who is no longer interested in operating the business and expressed his interest in taking over the business. Mr. Grossi noted that he understands it is the mandate of the Town to have more activities at the beach front and will consider adding more activities.

Mayor Patterson noted he was pleased to see the interest rather than have that space empty.

Councillor Bifulchi inquired if he would operate the same business. Mr. Grossi advised it was however he would consider more activities. He noted that perhaps he could elaborate on the stretching bar/fitness area and add something like a craft hut for kids.

Councillor Wells confirmed all the terms and conditions that exist will remain the same and there are no changes to the lease. Mr. Grossi confirmed that is correct.

Deputy Mayor Foster inquired of the term and it was noted that the lease just finished one year of a five year term.

Councillor Bifulchi requested confirmation that if a different activity is being considered in the future that changes the existing lease, it would come back to Council for decision.

The Chief Administrative Officer confirmed that if, for example, a new type of paddle board or kayak is added, it would not come back to Committee as it is the same business, however if a completely different use is requested, that would come back for consideration.

Councillor Watson inquired if Council is looking at more containers in the down town area and will that be a Council discussion.

The Chief Administrative Officer advised that topic of containers was raised at the Development Committee meeting as they are being used more and more. Staff has been requested to look at the rules and regulations for use of shipping containers and report back to Development Committee.

Councilor Anderson supported Mr. Grossi taking over the lease. Mr. Grossi then asked what the next step would be.

The Chief Administrative Officer advised that the Town requires something formal in terms of the transfer from the current owner to Mr. Grozzi. A By-Law would be passed authorizing an amendment to the lease.

Deputy Mayor Foster suggested that Council should wait for the Development Committee report on storage containers. If Development Committee decides that containers are not acceptable, what does that mean for this lease.

It was noted that there are four years remaining on the lease and conditions remain as agreed upon. If the decision of Council is containers are not permitted, then new ones will not be permitted.

Mr. Grossi was thanked for his deputation and he left the meeting.

4. UNFINISHED BUSINESS

- a) Sign By-Law (reviewed) – March 12, 2009
- b) Business Licensing – Schedule ‘A20a’ (broaden mixed uses) – 15 April 2009

5. DEPARTMENT REPORTS

Municipal Law Enforcement

a) Monthly Report – January 2014

Councillor Bercovitch noted that he finds the monthly reports to be better and much easier to read and appreciates the hard work. It was then;

MOVED BY G. WATSON
SECONDED BY D. FOSTER

RESOLUTION NO. 2014-02-01

RESOLVED THAT the General Government Committee does hereby receive the January 2014 Municipal Law Enforcement Department’s Report, for information.

CARRIED

b) Waste Water Utility By-Law 2010-62 Amendments – Enforcement Options

MOVED BY D. FOSTER
SECONDED BY S. WELLS

RESOLUTION NO. 2014-02-02

RESOLVED THAT the General Government Committee does hereby recommend to Council that the Waste Water Utility By-Law No. 2010-62 be amended to strengthen enforcement options by adding a Municipal Work Order provision and correcting the technical deficiencies, as set out in the recommendation section contained in the Sr. MLEO’s Report of February 20, 2014.

CARRIED

c) Municipal Law Enforcement Accounts – January 2014

Economic Development and Communications

a) Monthly Report – January 2014

MOVED BY S. WELLS
SECONDED BY G. WATSON

RESOLUTION NO. 2014-02-03

RESOLVED THAT the General Government Committee does hereby receive the February 2014 Economic Development and Corporate Communication Officer's Report, for information.

CARRIED

**b) Chamber of Commerce Promote Wasaga Advisory Committee –
Update of Activities in 2013**

MOVED BY S. WELLS
SECONDED BY G. WATSON

RESOLUTION NO. 2014-02-04

RESOLVED THAT the General Government Committee does hereby receive the EDCCO's Report on the Chamber of Commerce Promote Wasaga Advisory Committee, for information.

CARRIED

**c) Municipally Funded Tourism Promotion and Marketing Programs in
Comparable Communities to Wasaga Beach**

Councillor Wells found the Report very interesting and based on this report the next time the business community says the Town is not doing enough, he will be able to refer to the report as the Town stands very well in terms of municipal support provided to the business community.

The Mayor agreed. He recently met with Mayor Lehman and the City of Barrie spends \$75,000. Mayor Patterson also noted that recently the Town hosted Business after 5, and the business people say that the Town doesn't put enough dollars in and compared us to Blue Mountain. The Mayor further noted that it is the Village and business people who put the money into Blue Mountain. The Town of Blue Mountain puts virtually no dollars into tourism promotion. This report is a good tool for the future.

Councillor Bercovitch concurred with Councillor Wells and Mayor Patterson and felt that Council needs to take a good look at what is spent on Tourism Promotion. He also noted that very few municipalities support the Chamber of Commerce. It is generally business supported.

Councillor Watson advised that he has also had the same comments and this report bring clarity to the situation. He noted he has said it many times before that the Town needs to bring the Ministry more into play with promotional dollars as they are suppose to be partners. Their partnership has fallen down and hopes the new Parks Master Plan will bring more dollars into play.

Councillor Wells noted that the Wasaga Beach Chamber of Commerce is different in that they provide a service to the Town and operates the Tourist Centre, which the tax payer pays for.

Councillor Anderson felt there was good information in the report but does not think Council spends the money wisely and we don't draw big events. We spend big money but are not getting the bang for our buck. There being no further discussion, it was then;

MOVED BY D. FOSTER
SECONDED BY S. WELLS

RESOLUTION NO. 2014-02-05

RESOLVED THAT the General Government Committee does hereby receive the EDCCO's Report on Municipally Funded Tourism Promotion and Marketing Programs in Comparable Communities to Wasaga Beach, for information.

CARRIED

d) Economic Development & Communications Accounts – January 2014

Administration

a) Treasurer – 2013 Preliminary Fourth Quarter Financial Report

MOVED BY S. WELLS
SECONDED BY G. WATSON

RESOLUTION NO. 2014-02-06

RESOLVED THAT the General Government Committee does hereby recommend to Council that it receive the 2013 Preliminary Fourth Quarter Financial Report, for information.

CARRIED

b) IT Administrator – Operating Budget Variance – Proposed Corporate Data Collection Solution

MOVED BY G. WATSON
SECONDED BY S. WELLS

RESOLUTION NO. 2014-02-07

RESOLVED THAT the General Government Committee does hereby recommend to Council that it approve an operating budget variance funded through IT reserves in the amount of \$15,000.00 before taxes, to facilitate the proposal submitted by Marmak Information Technologies in the amount of \$30,000.00 before taxes; and

FURTHER THAT it approve the acceptance of the proposal from Marmak Information Technologies in the amount of \$30,000.00 before taxes, for the provision and installation of MiLISA, as a corporate data collection solution.

CARRIED

c) Clerk – Notice of Default – *Municipal Elections Act*

It was noted that the Notice of Default should have been filed in 2011 and the report is for Council's information. It was then;

MOVED BY D. FOSTER
SECONDED BY S. WELLS

RESOLUTION NO. 2014-02-08

RESOLVED THAT the General Government Committee does hereby receive the Clerk's Report of February 20, 2014 regarding the 2010 Municipal Election's Notice of Default under the *Municipal Elections Act*.

CARRIED

d) Clerk – Sale and Other Disposition of Land Policy

Councillor Waston noted this is a comprehensive report and spoke to a situation in Toronto where City land was offered for sale through a real estate agent and the zoning was found to be incorrect. The lands were parkland and couldn't be sold. This will put into place checks and balances if Council is disposing or purchasing lands.

Councillor Wells questioned the rules and regulations and why industrial lands are the one exception.

The Clerk advised that industrial lands are exempt from getting an appraisal as per the Municipal Act and guidelines set by the Province. She would have to refer to the Ministry of Municipal Affairs if ever required. Councillor Wells noted that piece of the policy causes him concern.

The Chief Administrative Officer added that historically the Province does not permit municipalities to offer a tax incentive or incentives for industrial uses to locate in a municipality. If a municipality owns industrial lands and sells it at an attractive price or below market value to entice business, the Province allows municipalities to sell without an appraisal so it can offer lands at an attractive price. Otherwise municipalities are required to sell at or near an appraised value. It is a standard practice across the Province.

Councillor Watson suggested there was a provision to designate a zone for development to forego development charges.

The Chief Administrative Officer advised that the business improvement area and community improvement plan uses the Official Plan to designate certain areas. The County is targeting industrial areas and will consider a commercial area exemption upon request. It was then;

MOVED BY D. FOSTER
SECONDED BY S. WELLS

RESOLUTION NO. 2014-02-09

RESOLVED THAT the General Government Committee does hereby recommend to Council that it adopt the updated policy and procedures governing the sale and other disposition of land.

CARRIED

e) CAO – Councillor Watson’s attendance at OSUM

Councillor Watson declared a verbal Pecuniary Interest and removed himself from the table. It was then;

MOVED BY S. WELLS
SECONDED BY D. FOSTER

RESOLUTION NO. 2014-02-10

RESOLVED THAT the General Government Committee does hereby approve Councillor Watson’s attendance at the Ontario Small Urban Municipalities (OSUM) Conference being held in Parry Sound, April 30th, May 1st and 2nd, 2014.

CARRIED

Councilor Watson resumed his place at the table.

f) CAO – Beach Area 2 Resort/Hotel Feasibility Study Terms of Reference

Deputy Mayor Foster questioned a term within the report as it related to third party and if it limited the Town use of its own study.

Councilor Anderson indicated that the Town is paying for the report so it belongs to the municipality and when it is adopted it becomes a public report.

The Chief Administrative Officer advised that he met with PKF representatives and it will be a public document. He will ensure the limitation section is amended to reflect it will be a public document once it is final and received by Council. There may have been concern with the draft being circulated. PKF are confident the report will be completed in 6-8 weeks and are starting on it right away.

Councillor Watson noted he supports the motion and inquired if there is an opportunity for Council to ask questions about the beach area and marketing of it.

Mayor Patterson advised that is not part of this report.

The Chief Administrative Officer advised that at the March 4th Committee of the Whole there will be a lot of topics discussed relating to Beach Area 1 and 2 and perhaps it will come up then.

Councillor Wells had no concerns if the CAO gets it clarified that it will be a public document.

Councillor Watson advised that the beach front is hot topic in the community right now.

Councilor Anderson advised he would like to be involved and talking with PKF.

The Chief Administrative Officer advised that was discussed at a recent meeting and they will be talking with hotel and accommodation owners and the business community. If Council wishes to speak with the consultants individually he will ensure PKF are aware of the request so they can contact Council members. It was then;

MOVED BY G. WATSON
SECONDED BY S. WELLS

RESOLUTION NO. 2014-02-11

RESOLVED THAT the General Government Committee does hereby recommend to Council that it receive the Information Report from the CAO dated February 20, 2014 on the Terms of Reference for the Resort/Hotel Feasibility Study being undertaken by Pannell Kerr Forster Consulting.

CARRIED

g) Council and Administration Accounts – January 1-31, 2014

MOVED BY S. WELLS
SECONDED BY D. FOSTER

RESOLUTION NO. 2014-02-12

RESOLVED THAT the January 2014 Accounts as reviewed by General Government Committee, are hereby confirmed.

CARRIED

6. OTHER AGENCY REPORTS - None

7. DATE OF NEXT MEETING – March 20, 2014

8. ADJOURNMENT

Councillor Anderson adjourned the meeting at 3:05 p.m.