

THE CORPORATION OF THE TOWN OF WASAGA BEACH

**MINUTES OF THE REGULAR MEETING OF
TOWN COUNCIL**

**Held Tuesday, July 22, 2014 at 7:00 p.m.
In the Council Chambers**

PRESENT:

C. Patterson	Mayor
D. Foster	Deputy Mayor
R. Anderson	Councillor
M. Bercovitch	Councillor
N. Bifulchi	Councillor
G. Watson	Councillor
S. Wells	Councillor
G. Vadeboncoeur	Chief Administrative Officer
T. Nicholson	Clerk
P. Archdekin	Deputy Clerk
R. Kelso	Manager of Planning & Development
T. Jarratt	Zoning Administrator
J. Leggett	EDCCO

1. CALL TO ORDER

Mayor Patterson called the meeting to order at 7:00 p.m.

2. DISCLOSURE OF PECUNIARY INTEREST

Councillor Bifulchi declared a Pecuniary Interest with respect to Agenda Item 10g) & 10h), and the Public Meeting regarding Storage Containers and Development Committee Report items 5a)i) and 5e)i) due to a family business.

Councillor Anderson declared a Pecuniary Interest with respect to the Closed Session, with respect to a business relationship.

3. ADOPTION OF MINUTES

MOVED BY G. WATSON
SECONDED BY S. WELLS

RESOLUTION NO. 2014-12-01

RESOLVED THAT the Minutes of the Regular Meeting of Council, plus the holding of One Public Meeting held Tuesday, June 24, 2014 at 7:00 p.m., in the Council Chambers.

CARRIED

4. DEPUTATIONS, PETITIONS AND PUBLIC MEETINGS

a) Christine Anderson of the Ministry of Tourism - update Council on Tourism Trends in Ontario

Mayor Patterson welcomed Ms. Anderson to the table. Ms. Anderson thanked Council for inviting her to the meeting. She spoke to the background and areas of the Ministry's focus. Ms. Anderson advised that she works as a Regional Tourism Advisor and helps people understand where opportunities exist as well as assisting businesses to move towards the trends they see. "Todds" signage is used to direct people.

The types of travel are more prevalent now versus last year and there is lots of good information to share. The Investment Development Office is a friend to Wasaga Beach and they work in the development of businesses creating a strategic vision to understand where their potential growth is within tourism. Staff works with the Economic Development Ministries.

Ms. Anderson noted that Beach Area 2 is on their radar and has been for years and they are working to determine how they can best help the Town in that regard. RT7 is the tourism organization that as a Ministry tend to focus on.

Ms. Anderson spoke to what they are seeing as Tourism Trends and the development of destinations. Communities that are innovative are succeeding in the tourism industry as well as businesses. Trails and cycling destinations are very popular and communities are saying they want to be a cycle destination; there is a need for infrastructure and signage. Communities require cycle friendly businesses and cycling packages; restaurants that provide secure lock up for bikes and accommodations. Cycle Simcoe and Grey are doing a lot of work in the cycling area and there is an opportunity to grow in that area. Ms. Anderson then spoke to specific areas.

Culinary destinations - people are looking for restaurants that prepare menus using local food and the history of it. Prince Edward County is a culinary destination and is doing well.

Festival development and marketing – communities are creating an image or identity and believe in it wholeheartedly. For example, Pumpkin Fest in Port Elgin. They have done an exceptional job on promoting the Pumpkin Fest and "everything" is pumpkin.

Visitor trends – Ms. Anderson stated that testimonials are important. Trip Advisor is a good indicator. Visitors want viable experiences and it is an opportunity for business to business relationships and creating a unique buyable experience, such as a resort experience for families with interesting programs. Travel essentials include WIFI and smart phone friendly websites.

Current travel patterns – Ms. Anderson spoke to the year 2010 – 2011 and felt the numbers were on par with inflation. There are areas that are improving and there are areas for improvement. Once priorities are decided, the Ministry can help the business and the Town as a destination, as to where the assets are.

Mayor Patterson thanked Ms. Anderson for the presentation and inquired if any Member of Council questions.

Mayor Patterson noted that the inconsistent weather has a negative and tremendous effect on tourism.

Deputy Mayor Foster spoke to the trails and cycling comments and noted that over the past years Council along with the Healthy Communities Network have worked on Wasaga Beach as a “Walk Friendly Destination” and just this month submitted information for a bicycle destination. He noted this is a great potential.

Councillor Wells noted that the percentages of tourism were Province wide and inquired if there are any particular areas that are seeing tourism decline. He also inquired if the Ministry could provide information on what areas are increasing. Ms. Anderson advised she would have to look to the Regional Tourism Organization to see if they can help with localized research. Across the Province there are areas falling behind and others picking up momentum. Those destinations that are following the trends and business that are reacting to the changes are doing very well.

Councillor Wells then inquired of the attractiveness of an area for tourism and how important it is that accommodations be amenable to the middle aged couple starting to travel or families and what is the impact of accommodation to those groups. Ms. Anderson advised that the social media, word of mouth and through Wasaga Beach Trip Advisor and you can get a firsthand account of what people think of Wasaga Beach as a destination. They have found that people do reference those sites before they travel and the overall impression from others is increasing important to others.

Councillor Watson stated there is some confusion about the number from the Provincial Park which is a component of our community and suggested there are declining numbers in the Park. Councillor Watson inquired if there are numbers for the Parks. Ms. Anderson responded that they don't collect the information separately and rely on the Parks to provide it. The Regional organization may be able to provide that information as they have very distinct data. Councillor Watson then asked how is it determined how many people come into a community. Ms. Anderson responded that there is a surveying methodology to collect data. Councillor Watson hoped there was information on which communities are doing well.

Mayor Patterson noted that the tourist numbers quoted by the Ministry have dropped significantly over the last 10 years. The 1.2 million Park visitors do not include the Town parking lots or the cars parked at accommodations. Those numbers are not included. We often say we get two million visitors each year between the Ministry and Town visitors. He also believed the condition of the beach has caused some decline and it has been discussed with the Ministry many times. Members of Council are on the Park Management Plan Committee and hopefully it will help.

Mayor Patterson thanked Ms. Anderson for her presentation and asked Ms. Legget if she would show at CTV Barrie TV news clip. Ms. Legget advised that with the permission of CTV this news clip is with respect to tourism in the region and travelling people. It demonstrates that people are choosing to stay at home.

PUBLIC MEETING

A Public Meeting held pursuant to the *Planning Act*, R.S.O. with respect to a Proposed General Zoning By-Law Amendment Regarding Storage Containers

Notice of the Public Meeting was published in the Wasaga Sun Newspaper on July 3, 2014. This provided 20 days of notice for the Public Meeting; therefore, this meeting is properly constituted as required by the *Planning Act*.

The proposed Zoning By-Law Amendment proposed to provide provisions to regulate the use of storage container for storage purposes within the limits of the municipality.

The effect of the proposed Zoning By-Law Amendment would be that;

1. The temporary of a storage container in the driveway of a residential lot containing a dwelling for 21 consecutive days out of the calendar year for storage purposes would be permitted subject to locational and size criteria and a permit being obtained from the municipality.
2. The temporary placement of a storage container on public or private lands in conjunction with a road or utility construction project would be permitted.
3. The temporary placement of a storage container on lands under development (ie commercial building, dwellings in a plan of subdivision) would be permitted.
4. The permanent placement of storage containers for accessory storage use in commercial, industrial and institutional zones would be permitted provided that certain locational, screening, number and size criteria are complied with.

The following written correspondence was received as a result of the circulation of the Notice of Public Meeting:

Letters of Support:	None
Letters of No Objection:	None
Letters of Concern:	None
Letters of Objection:	None

Mayor Patterson then asked the Town Clerk if any further letters or correspondence in regard to this application has been received. The Clerk responded that no additional correspondence had been received.

Ms. Jarratt, the Town's Zoning Administrator, made a brief presentation providing further details with respect to the proposed amendments.

Ms. Jarratt thanked the Mayor and proceeded with her presentation.

The proposed amendment to By-Law No. 2003-60 is for containers as accessory storage purposes. There are a number of reasons over the past few years that property owners use containers to store items on their property. The proposed amendment is to provide for the use of storage shipping containers. The effect of the amendment is to permit both the temporary placement and permanent placement in certain areas.

The temporary use provides for 21 days in a driveway, road projects, utility projects, temporary placement for equipment and tools storage and lands under development. Permanent placement is to permit that use in commercial, industrial and institutional zones. To permit the containers, the general provisions of the Zoning By-Law need to be amended. Temporary buildings and structure are currently not allowed for residential area and the amendment is to include that use in the residential area.

Ms. Jarratt advised that the second change is accessory uses for permanent placement of containers. This use is for commercial, industrial and institutional with proposed criteria to be met. The storage has to be accessory storage to the existing business and a location with specific setbacks. An additional provision is that the storage container is not to be located in required parking spaces or landscaped area. There will also be buffering requirements. The size of the commercial buildings and the coverage for the container is based on the building size.

Mayor Patterson thanked Ms. Jarratt for her presentation and asked if there was anyone present that would like to provide input either in support of, or in opposition to this proposed amendment. If so, the Mayor asked that they please stand and clearly state their name and address in order that it may be correctly entered into the records of the meeting proceedings.

No one stepped forward and the Mayor asked a second and third time if anyone wished to provide support or opposition to the proposed amendment.

Mayor Patterson inquired if there were any further comments.

Mayor Patterson advised that no comments were received and this will be referred back to Development Committee where a decision will be made whether to recommend the proposed amendment proceed further through the approval process.

If you would like to receive the Notice of Decision for the proposed Zoning By-Law amendment, the Mayor asked that a written request to the Clerk of the Town of Wasaga Beach.

Mayor Patterson then closed the Public Meeting.

5. CORRESPONDENCE – Received for Information – None

CORRESPONDENCE – Requiring Action

a) Proclamation – Simcoe Pride Week – August 1-9, 2014

MOVED BY D. FOSTER

SECONDED BY G. WATSON

RESOLUTION NO. 2014-12-02

RESOLVED THAT Council does hereby proclaim the week of August 1-9, 2014 as Simcoe Pride Week in the Town of Wasaga Beach.

CARRIED

CORRESPONDENCE – To be Referred - None

6. **UNFINISHED BUSINESS – None**
7. **COMMITTEE & OTHER BOARDS REPORTS**
- a) **Development Committee – June 25, 2014**

Councillor Bifulchi noted her previously declared conflict and would vote on all other items.

Councillor Bifulchi spoke to the highlights of the meeting and it was then;

MOVED BY S. WELLS

SECONDED BY D. FOSTER

RESOLUTION NO. 2014-12-03

RESOLVED THAT Council does hereby adopt the Development Committee Report dated June 25, 2014 as circulated, and approves all actions contained therein.

CARRIED

8. **NOTICES OF MOTION – None**
9. **MOTIONS – WHERE NOTICE HAS BEEN PREVIOUSLY GIVEN - None**
10. **BY-LAWS AND CONFIRMATORY BY-LAW**
- a) **A By-Law to Amend By-Law No. 2013-107, Being a By-Law to Establish Fees and Charges to be Collected by the Corporation of the Town of Wasaga Beach**

Deputy Mayor Foster noted that when the parking rates were first introduced he objected to them then and to be consistent will object again. It was then;

MOVED BY M. BERCOVITCH

SECONDED BY N. BIFOLCHI

RESOLUTION NO. 2014-12-04

RESOLVED THAT a By-Law to Amend By-Law No. 2013-107, Being a By-Law to Establish Fees and Charges to be Collected by the Corporation of the Town of Wasaga Beach, be received and be deemed to have been read a first, second and third time, passed and numbered No. 2014-67.

CARRIED

- b) **A By-Law to Amend By-Law No. 81-04, as Amended, Being a By-Law to Designate Through Streets (New Stop Signs)**

Deputy Mayor Foster spoke to the streets getting stop signs and questioned as to what the time frame was for them to be implemented. The Chief Administrative Officer advised that the time frame has not been set for the installation of the sign pending disposition of the Council motion. It will go into the Public Works schedule and he will have the conversation with the Director of Public Works.

Deputy Mayor Foster hopes there will be public notice to let people know.

Councillor Watson noted that these intersections have had issues over the years and time is of the essence. The 18th street is backed up all the time.

Councillor Anderson spoke to the construction vehicle tie up on the bridge and putting up new stop signs on Mosley Street will just tie traffic up more. Mosley Street is very busy and to put up two more signs will just slow it down further. Mayor Patterson suggested the timing of the placement of the signs be discussed at the next Public Works meeting.

MOVED BY N. BIFOLCHI

SECONDED BY G. WATSON

RESOLUTION NO. 2014-12-05

RESOLVED THAT a By-Law to Amend By-Law No. 81-04, as Amended, Being a By-Law to Designate Through Streets, be received and be deemed to have been read a first, second and third time, passed and numbered No. 2014-68.

CARRIED

- c) A By-Law to Authorize Certain Capital Works of the Corporation of the Town of Wasaga Beach (The “Municipality”); to Authorize the Submission of an Application to the Ontario Infrastructure and Lands Corporation (“OILC”) for Financing Such Capital Works; to Authorize the Temporary Borrowing from Such Capital Works; to Authorize Temporary Borrowing from OILC to meet Expenditures in Connection with Such Works; and to Authorize Long Term Borrowing from OILC for Such Works through the Issue of Debentures**

MOVED BY G. WATSON

SECONDED BY N. BIFOLCHI

RESOLUTION NO. 2014-12-06

RESOLVED THAT a By-Law to Authorize Certain Capital Works of the Corporation of the Town of Wasaga Beach (The “Municipality”); to Authorize the Submission of an Application to the Ontario Infrastructure and Lands Corporation (“OILC”) for Financing Such Capital Works; to Authorize the Temporary Borrowing from Such Capital Works; to Authorize Temporary Borrowing from OILC to meet Expenditures in Connection with Such Works; and to Authorize Long Term Borrowing from OILC for Such Works through the Issue of Debentures, be received and be deemed to have been read a first, second and third time, passed and numbered No. 2014-69.

CARRIED

- d) A By-Law to Authorize Execution of an Encroachment Agreement with James Swanson (31 Bayview Ave)**

MOVED BY M. BERCOVITCH

SECONDED BY S. WELLS

RESOLUTION NO. 2014-12-07

RESOLVED THAT a By-Law to Authorize Execution of an Encroachment Agreement with James Swanson, be received and be deemed to have been read a first, second and third time, passed and numbered No. 2014-70.

CARRIED

e) A By-Law to Amend Town of Wasaga Beach Comprehensive Zoning By-Law No. 2003-60, as Amended (31 Bayview Ave – Swanson)

MOVED BY S. WELLS

SECONDED BY M. BERCOVITCH

RESOLUTION NO. 2014-12-08

RESOLVED THAT a By-Law to Amend Town of Wasaga Beach Comprehensive Zoning By-Law No. 2003-60, as Amended, be received and be deemed to have been read a first, second and third time, passed and numbered No. 2014-71.

CARRIED

f) A By-Law to Deem Parts of Registered Plan 841 and 721 Town of Wasaga Beach, Not To Be A Registered Plan of Subdivision (972 River Rd. E.)

MOVED BY D. FOSTER

SECONDED BY N. BIFOLCHI

RESOLUTION NO. 2014-12-09

RESOLVED THAT a By-Law to Deem Parts of Registered Plan 841 and 721 Town of Wasaga Beach, Not To Be A Registered Plan of Subdivision, be received and be deemed to have been received and be deemed to have been read a first, second and third time, passed and numbered No. 2014-72.

CARRIED

g) A By-Law to Adopt an Amendment to the Town of Wasaga Beach Official Plan (OPA 37 – Wasaga Paintball)

Councillor Bifolchi's previously declared Pecuniary Interest was noted and she withdrew from the table. It was then;

MOVED BY S. WELLS

SECONDED BY G. WATSON

RESOLUTION NO. 2014-12-10

RESOLVED THAT a By-Law to Adopt an Amendment to the Town of Wasaga Beach Official Plan, be received and be deemed to have been read a first, second and third time, passed and numbered No. 2014-73.

CARRIED

h) A By-Law to Amend Town of Wasaga Beach Comprehensive Zoning By-Law No. 2003-60, as Amended

MOVED BY

SECONDED BY M. BERCOVITCH

RESOLUTION NO. 2014-12-11

RESOLVED THAT a By-Law to Amend Town of Wasaga Beach Comprehensive Zoning By-Law No. 2003-60, As Amended, be received and be deemed to have been read a first, second and third time, passed and numbered No. 2014-74.

CARRIED

Councillor Bifulchi returned to her place at the table.

i) Confirmatory By-Law

MOVED BY N. BIFOLCHI

SECONDED BY G. WATSON

RESOLUTION NO. 2014-12-12

RESOLVED THAT a By-Law to Confirm the Proceedings of the Council of the Town of Wasaga Beach at its Regular Meeting held Tuesday, July 22, 2014 be received and be deemed to have been read a first, second and third time, passed and numbered No. 2013-75.

CARRIED

11. MAYOR AND COUNCILLORS REPORTS

Councillor Watson attended Wasaga Beach staff BBQ; Business After 5 at Skull Island; Graduation at Elmvale High School; Canada Day celebrations at Parkplace and the Town's celebrations at the Stonebridge gazebo; Kelly Leitch's Annual Golf Tournament; Breakfast at the Beach at Wasaga Sands; NVCA meeting; Presidential changeover at the Rotoract meeting and a Rotary Club goodbye to a student from Taiwan.

Councillor Bifulchi attended the staff BBQ; CCI Graduation; Ribbon Cutting for Computer Geeks; Canada Day celebrations; Youth Centre meeting and NVCA meetings.

Deputy Mayor Foster attended Canada Day; Jazz in the Park in the Bandshell; Waterside Band event; Breakfast and the Beach; Underground Series Crossfit Event with over 800 participants and the presentation of the Order of Canada to his sister-in-law.

Councillor Wells attended the staff BBQ; Canada Day celebrations in both venues; Not So Pro Volleyball Tournament; Georgian Music Festival venue; Breakfast at the Beach; Opening of Computer Geeks; Rotoract change of the President. His daughter joined Rotoract in Toronto then moved back to work in this area. She attended Rotoract in Barrie and was one of a number of young people to bring Rotoract to this area. Councillor Wells noted how very proud of his daughter in her Rotaract work and fellow local resident Jay Anstey takes the reigns as President. Councillor Wells also attended the Underground Event.

Councillor Anderson attended a Hospital Finance meeting and the new chair is Mr. Gibson. Councillor Anderson then spoke to a Council DVD as recorded by Rogers that was refused by staff.

Councillor Bervocitch attended the staff appreciation BBQ, Canada Day Ceremonies; Jazz in the Park; Reinders Tennis Club Social and Policing Committee meeting.

Mayor Patterson took some vacation; Worsley School Graduation; Collingwood learning Centre; Health and Wellness Symposium; Build Future and Economic Development Symposium; Jean Vanier Graduation; Ribbon Cutting for Computer Geeks; funeral for Mr. Chuck Wagner; 97.7 The Beach guest speaker; Canada Day Celebrations and after Canada Day attended at Kelly Leitch's home and attended the Kellie Leitch Golf Tournament; Jazz in the Park; Waterside Concert; Underground Event; Funeral of Burton Ewing; MNR meeting with Allenwood Rate Payers Group; Breakfast at the Beach; Simcoe Federation of Agriculture Annual Picnic; OLG meeting; meeting at Hardwood Hills for the Pan Am Games kick off for the Dirt Bike Races and will be attending the funeral for Mr. George McCague.

12. CALLING OF COMMITTEE MEETINGS

Community Services Committee	August 26 at 8:30 a.m.
Development Committee	July 23 at 1:30 p.m.
No Public Works meeting in August	
Development Committee	August 27 at 1:30 p.m.
General Government Committee	July 24 at 2:30 p.m.
Committee of the Whole	Call of the Chair

13. QUESTION PERIOD

“A fifteen (15) minute session wherein persons in attendance at the Regular Meeting of Council have an opportunity to raise questions pertaining to items that were dealt with by Council on the evening's Agenda.”

Mr. Brian Smith spoke to the visitor numbers of the Ministry and asked if it has always been the Town's process to add to it. He questioned how it was determined how many visitors come to Wasaga Beach.

Mayor Patterson advised that the Town takes the parking revenues, adds it to the Ministry numbers to come up with a number. What the Town doesn't know is how many visitors stay at various commercial locations.

Mr. Smith noted the Town has used this process for many years.

Mr. Smith noted that in 2012-13 the revenue in the Town's parking lots was down 30%. Mayor Patterson advised that he doesn't have those figures in front of him but can get them.

The Mayor asked Mr. Smith what his question was. Mr. Smith asked if it is a fact that the Town parking revenue is down 30% over 2012-2013. Mayor Patterson responded that he doesn't have those numbers in front of him right now.

Mr. Smith stated that people hang their hats on those numbers and stated that as Mayor he should know the numbers. Mayor Patterson stated that over the last ten years visitors have ranged from 1.9 to 1.2 million. He stated that he didn't have numbers with him at this meeting but would get the information for him.

14. CLOSED SESSION

a) Proposed acquisition or disposition of land by the municipality.

MOVED BY N. BIFOLCHI
SECONDED BY S. WELLS

RESOLUTION NO. 2014-12-13

RESOLVED THAT pursuant to Section 239 of *The Municipal Act, 2001*, as amended the next portion of the Council meeting be closed to the public to consider a proposed acquisition or disposition of land by the municipality.

CARRIED

Councillor Watson declared a Pecuniary Interest and left the meeting.
Councillor Anderson's previously declared Pecuniary Interest was noted and he left the meeting.

Council went into Closed session at 8:20 p.m.

MOVED BY M. BERCOVITCH
SECONDED BY D. FOSTER

RESOLUTION NO. 2014-12-14

RESOLVED THAT the July 22, 2014 Closed Session of the Council meeting adjourns and the open session resumes.

CARRIED

The open session resumed at 8:24 p.m.

MOVED BY S. WELLS
SECONDED BY N. BIFOLCHI

RESOLUTION NO. 2014-12-15

RESOLVED THAT Council of July 22, 2014 does hereby confirm the direction given to the Chief Administrative Officer, in the Closed Session.

CARRIED

15. ADJOURNMENT

Mayor Patterson adjourned the meeting at 8:25 p.m.

The Minutes of this meeting were approved by Council on the 26th day of August 2014.

Cal Patterson, Mayor

Twyla Nicholson, Clerk