



Wasaga Beach Council Highlights

From the April 30, 2019 meeting

Town helps raise funds for YMCA

Mayor Nina Bifulchi advised the public that council and staff took part in the YMCA's *Move to Give* fundraiser at the RecPlex on April 6.

The town team collected \$1,450 in pledges for the Y. The team participated in the Fire Truck Pull Event. The Wasaga Beach Fire Department provided vehicles for the pull.

Throughout the region, *Move to Give* raised \$107,324 for the YMCA. Funds help ensure that everyone can access Y programs.

Council OKs new award categories

Council approved implementing the Wasaga Beach Volunteer Coach of the Year award as part of the 2020 Wasaga's Finest Citizens ceremony.

As well, council gave a nod to create the Wasaga Beach Athlete of the Month Award, presented through the Sport and Recreation Council.

The award will recognize an individual's work ethic, team spirit, leadership, and overall sportsmanship.

For more information, see the staff report here: <http://bit.ly/2KpKZrU>.

Blues fest slated for September

The Stonebridge Wasaga Beach Blues Festival will take place Sept. 13-15.

Council granted approval for the event. It will once again take place at Stonebridge Town Centre.

As well, members approved sponsorship for \$15,000. The event organizing committee will use the funds to help offset festival costs.

Festival organizers also have permission to use the town's stage, large event tent, and six smaller tents.

For more information, see the staff report here: <http://bit.ly/2KpKZrU>.

Food Truck Festival in the works

Council approved in principal the Food Truck Festival for July 26-28.

The event organizer is proposing to bring eight to 20 unique food trucks to town.

Staff are suggesting the event take place along a portion of Beach Drive, from Second to Third streets.

Town staff will work to finalize all of the details.

For more information, see the staff report here: <http://bit.ly/2KpKZrU>.

Wasaga Under Siege happening in August

The Wasaga Under Siege event will take place the weekend of Aug. 16-18.

Council granted approval for the event and agreed the municipality will provide \$5,000 in sponsorship to help offset costs.

The town will also provide in-kind sponsorship with tents, tables, and fencing.

And members of council authorized use of the Nancy Island parking lot for event participant and special needs parking.

For more details, see the staff report here: <http://bit.ly/2KpKZrU>.

Colour Festival coming to Wasaga Beach

Approval in principal was granted for the Colour Festival for June 29-30.

The organizer is proposing a two-day event that encompasses cultural diversity, including music, food, beverages, and the tossing of coloured powder, which is non-harmful.

Activity is planned for along a small portion of the beach near Third Street.

See the full staff report here:

<http://bit.ly/2KpKZrU>.

Economic development: First quarter update

Deputy Mayor Sylvia Bray advised that the First Quarter 2019 Update Report from the Economic Development Officer was received for information.

One highlight of the report was work on the new tourism brand for the town.

Read the report here: <http://bit.ly/2KpKZrU>.

Building stats for March

Council received the Building Report for March.

The town issued 17 building permits for the month for construction valued at just over \$2-million.

To date this year, the town has issued 46 permits for construction valued at just over \$6-million.

Town finances in good shape: report

Town council received the preliminary 2018 Fourth Quarter Financial Report for information.

In the report, treasurer Jocelyn Lee notes the town's 2018 operating and capital budgets performed well.

The town realized a small surplus at the end of the year of \$60K.

As well, the municipality has a strong cash position with significant investments.

Reserve balances increased over 2017 year-end balances.

And debt levels have been reduced compared to 2017.

See the report here: <http://bit.ly/2Dg4cWQ>.

Town buying utility vehicle from Sturgeon Point

Members of council authorized the purchase of a side-by-side utility vehicle from Sturgeon Point Marina for \$27,160.

The Beachfront Department will use the unit to service Beach Areas 1 and 2.

The purchase was identified in the town's 2019 budget.

Development charges waived for United Church

Council exempted Wasaga Beach United Church from the payment of development charges for an addition to its building at 380 Zoo Park Road.

The exemption saved the church \$34,699.

Approval granted for new tourism brand

The Town of Wasaga Beach as a new tourism brand.

Council approved the new brand on Tuesday night.

The new brand is a tool to promote the tourism industry and help strengthen the town as a desirable destination.

A new logo is part of the brand. The logo communicates Wasaga Beach's unique identity and it conveys the playfulness that so many associate with the town.

See a staff report about the new brand here: <http://bit.ly/2P88FQ0>.

Council also directed that staff create guidelines for the use of the new logo and the town's corporate logo.

Arena sites shortlisted

Council is making progress towards determining the site of the town's new twinpad arena and multi-use recreation facility.

Members of council approved short-listing the prospective number of sites to four from six.

Two of the sites are in the east end of town and two are in the south-central part of the community.

Staff ranked the six remaining sites through an exercise that considered a number of factors, including the size of each site, location, planning, and costs.

Council considered the information and approved four sites would move forward for further review.

Town submitting grant application for trail project

Staff will submit an application for funding to the County of Simcoe's Trails Connecting Communities Program.

The aim is to make improvements to the Shore Lane Trail.

Projects may be funded up to 50 percent of the total eligible costs to a maximum of \$30,000.

Areas for improvement along the Shore Lane Trail would include wayfinding signage, surface improvements, and trail alignment.

County bus service starting in the summer

Mayor Nina Bifulchi said the County of Simcoe is introducing three new routes in

2019, including the Barrie to Angus, Stayner, and Wasaga Beach route.

She noted Dennis Childs, supervisor of transit operations for the county, provided Committee of the Whole an overview of the service during a presentation on April 11.

The soft-launch date for the route involving Wasaga Beach is Aug. 6.

The route will run between Allandale Station in Barrie and the Real Canadian Super Store in Wasaga Beach.

The proposed fare structure is \$6.

Sidewalk project gets the thumbs up

The town awarded Georgian Paving the 58th Street South, Ramblewood Drive and Dennis Drive Sidewalk Extension Project.

The cost is \$477,664.

Work will commence this summer.

Wasaga Beach Transit ridership up for March

Council received the Wasaga Beach Transit Ridership Report for March.

Ridership stats show that 8,167 trips were taken, compared to 7,738 for the same period in 2018.

Month-to-month ridership is up by 1,771 rides.

Dates approved for outreach programs

Council confirmed its decision to proceed with a Coffee with Council program and a Conversation in the Park program.

Members also approved the 2019 schedule.

The two programs are networking opportunities to help facilitate engagement between members of council, the public, and town staff.

Dates are May 18, July 13, Sept. 21, and Nov. 26.

More specific details will be available through the town website at www.wasagabeach.com.

Town investing in new courts at Wasaga Sands

Multiple Enterprises Inc. will handle the Wasaga Sands Tennis Court reconstruction project.

Council awarded a contract to the company for \$138,817.

Work includes perimeter fencing and asphalt removal, a new surface, line painting, and new site furnishings.

The work is to be complete by July 31, 2019.

Boat launch project moving forward

Council awarded a contract to Canadian Waterfront Services Ltd. for the

construction of the Second Street Boat Launch for \$66,635.70.

The work involves the supply of a shore deck, floating docks, and related amenities at the site.

The work is to be completed by June 26.

Farmers market on the move

The Main Street Farmers Market will be relocating.

Council approved moving the market from the Spruce Street Parking Lot to the RecPlex Parking Lot, adjacent to the gazebo.

The hope is the new location will be a better venue.

This season, the market will run Tuesdays from June 4 to Sept. 17.

In July and August, the market will coincide with Jazz and More in the Park.

-Wasaga Beach Council Highlights is produced monthly by the town's Communications Department.

-For the official record of council's meeting, please see the minutes at www.wasagabeach.com.

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