



Wasaga Beach Council Highlights

From the Feb. 19, 2019 meeting

CAO granted authority to assist with beachfront leasing

Council has approved delegating authority to CAO George Vadeboncoeur so he can administer beachfront property leases on behalf of the town.

Day-to-day administration of leases will continue to be handled by the town's assistant beachfront manager and the treasurer, however, the CAO will assist on special occasions.

For example, the CAO might help when an interpretation is required on a lease provision or if a tenant is asking for some type of lease flexibility.

By delegating authority, the CAO can exercise discretion when issues cannot be resolved at the staff level.

Council dissolves Beachfront Management Board

Town council has dissolved the Beachfront Management Board.

Established during the last term of council, the board oversaw operations of town-owned properties at the main beach.

This included the oversight for building repairs and maintenance, park maintenance, commercial leases, special events, and beach maintenance.

By dissolving the board, all matters relating to the beachfront area will be handled by the General Government Section of Coordinated Committee.

This change in structure will provide greater transparency and allow council to play a more direct role in what happens at the beachfront.

Chief's report on Fire Department received

Council received Fire Chief Mike McWilliam's monthly report for information.

The chief advised committee that the recruiting process has started for five volunteer firefighter positions. He explained

that interviews and physical fitness testing would take place in late February and early March.

He also mentioned that a “cooperative effort” by various municipal departments has resulted in new signage at Beach Drive warning about the dangers of going onto the ice in Nottawasaga Bay.

For January, a by-the-numbers look at the department shows it responded to two vehicle fires, two motor vehicle collisions, and 83 medical calls. When other calls for service are considered, the number rises to 112 calls last month.

That number is down compared to 2018, when the department had 148 calls.

Busy month for Municipal Law Enforcement Department

Council received the Municipal Law Enforcement Department’s monthly report.

Jeff Regan, acting senior municipal law enforcement officer, reported that in January his department received 108 municipal bylaw enforcement calls for service.

The type of complaints ranged from property standards, parking, noise, animal control, and business licensing.

Also in January, the department investigated 46 property standards complaints.

As well, the department issued 24 parking infraction notices.

Staff continue work on Official Plan update

Council directed staff to continue the Official Plan update process by holding a public consultation on the *Commercial, Retail and Tourism Discussion Paper*.

Staff and consultants have prepared a discussion paper to provide background and facilitate conversation with business operators and other stakeholders in the community.

The paper is important for the creation of an updated commercial component in the Official Plan that is consistent with provincial policy.

Staff are prepared to go forward with a consultation program at the end of February that would consist of focus groups, an open house, online survey, and a newsletter update.

The Official Plan will project urban growth to 2031 and plan for long-term sustainable growth beyond 2031.

Additional papers and community engagement will take place throughout 2019.

A final draft of the Official Plan will be prepared for council consideration in 2020.

Midway returning to Wasaga Beach in July

The Wasaga Beach Midway will be back in town this summer.

Council approved hosting the midway from July 5 to 14.

As in past years, the midway will take place at Playland Park Square, 40 Mosley Street. It will once again include exciting rides, concessions, and games.

Council also approved the use of the square for two days prior to the midway and two days after. This will accommodate set-up and take down of equipment.

Albion Amusements, which operates the midway, has agreed to provide \$6,000 for the use of the square. The funds will offset lost parking revenue to the town.

Council also OK'd use of half the Nancy Island municipal parking lot to accommodate midway staff trailers.

Albion Amusements has provided midway services to Wasaga Beach since 1988.

Wasaga Cruisers Fun Run set for weekend in June

Council approved hosting the Wasaga Cruisers Fun Run June 21 and 22.

This will mark the 20th anniversary for the fun run, organized by the Wasaga Cruisers Car Club.

The event draws spectators and participants who share an interest in collector cars.

The fun run will take place in Playland Park Square, 40 Mosley St. Council agreed to waive parking fees for the event.

Council also approved closing the south lane on Beach Drive, from Spruce Street to First Street, from 6 a.m. to 4 p.m. on June 22 to accommodate fun run vehicles.

As well, council OK'd \$2,500 in sponsorship for the event, subject to council's final approval of the 2019 budget. Funds will support live entertainment at the event.

For more on the club see here:

<https://www.wasagabeachcruisers.org/>

Canada Day celebrations slated for beachfront

Members of town council authorized Canada Day festivities at the beachfront on July 1.

As well, they earmarked an investment of \$50,000 to pay for the birthday bash.

The fun will kick off with family activities, such as inflatables, games, face painting, and circus acts.

Musical acts are part of the fun too and fireworks will take place at dusk.

Council also authorized free parking in the town-owned parking lots at Beach 1 and 2 during the event.

Two recognition events split for 2019

Council gave the green light to split the Wasaga's Finest Citizen Awards and Volunteer Recognition Awards into two separate events.

They also agreed to adopt "years of service" awards for first year volunteers as well as five-year milestones.

The benefit of splitting events is they are streamlined and each event has a more specific focus.

To learn more read the staff report here: <http://bit.ly/2BqU4JX>

Pet Valu Walk happening at the end of May

Town council gave a nod of approval to the Pet Valu Walk for Dog Guides happening at the Nancy Island Parking lot on May 26.

Council also agreed to waive the \$50 event application fee.

And they authorized the use of the parking lot at no cost to event organizers.

The walk, hosted by Nancy Island Lions Club, is a nation-wide event. Starting at Nancy Island parking lot, there will be two and five-kilometre options for walkers.

Participants raise funds used to help train dog guides for Canadians with visual, hearing, medical, or physical disabilities.

This year the club hopes to raise \$10,000.

Report on Tourism Destination Management Plan received

Mayor Nina Bifulchi noted that members of Council received a presentation on the Tourism Destination Management Plan at the Jan. 31 Committee of the Whole meeting.

The plan is to provide a strategy for positive and responsible economic growth through tourism development.

The plan identifies several strategies. There are several recommendations in the plan that will now be considered by staff with a further report to come to committee in the near future.

To review the plan see here: <http://bit.ly/2SdY0re>

No incentives for casino: council

Council will not approve suggested incentives to attract a casino to the beachfront.

Members made the decision based on a recommendation from Committee of the Whole.

At the Jan. 31 committee of the whole meeting, CAO George Vadeboncoeur presented a report regarding development incentives considered by staff so that Beach Area 1 would be selected for the proposed casino.

The report noted during the last term of council Economic Development and

Tourism Department staff requested that solicitors for the town draft a Memorandum of Understanding (MOU) between Gateway – the casino operator – and the town. Staff did not inform the previous council that a draft MOU was prepared and up for consideration.

The draft MOU outlines several multi-million commitments the town would make as incentives to locate the casino at the beachfront. These totalled between \$26.1-million and \$38.9-million.

The CAO said in his report that staff analyzed the cost of the incentives and that they would push the town to the edge of its borrowing capacity. In addition, the town has several other major capital projects looming that are going to require financing.

The CAO said that if the casino locates to one of the five sites identified by the town as being appropriate for a casino, the town will still realize an economic benefit and increased tax revenue.

Work continues on the 2019 draft budget, public meeting slated for March 19

Council members and staff continue efforts to craft the 2019 operating and capital budget, Mayor Bifulchi advised council.

She said that at the Feb. 5 committee of the whole meeting, members received a presentation from town treasurer Jocelyn Lee on the second draft of the 2019 operational and capital budget.

The treasurer summarized budget events to date, reviewed her report, and addressed questions and concerns of committee in regards to the draft budget.

The treasurer noted that through consultation with members of council and the Senior Leadership Team, staff identified changes to the draft budget that would help reduce the municipal tax rate.

The result is the second draft of the budget sits with a tax rate of 3.26 percent, down from 5.71 percent.

The mayor noted that at the Feb. 12 committee of the whole meeting Lee provided a verbal update on the status of the second draft of the 2019 budget.

Lee said the tax rate increase is now down to 3.08 percent, if council implements all of the proposed changes.

Later in council's meeting, members authorized staff to advertise a March 19 public meeting on the draft budget. And they approved the budget proceeding to council for consideration on March 26.

Council gets update on tourism branding exercise

Economic development officer Ellen Timms provided committee of the whole with a report on the tourism brand project during the Feb. 7 committee of the whole meeting, Mayor Nina Bifulchi said.

The town is working with Regional Tourism Organization 7 and Cundari, an

internationally recognized advertising, marketing, and branding company, to develop a new tourism brand for the town.

Mayor Bifulchi said that following the presentation to committee, members asked questions and made comments.

Committee received the presentation for information.

Legal fees top \$1-million between 2014 and 2018

The Town of Wasaga Beach incurred legal fees of more than \$1-million over the last four years.

Mayor Bifulchi told council that at the Feb. 12 committee of the whole meeting the treasurer said the town spent \$1.1-million on legal fees between 2014 and 2018.

Members of council asked the treasurer at an earlier meeting to determine the municipality's legal expenses the last term of council.

Department restructured to improve service delivery

Town council approved disbanding the Economic Development and Tourism Department and the creation of two separate departments.

One is the Planning and Economic Initiatives Department and the other the Building and Development Standards Department.

The new direction is the result of a report from CAO George Vadeboncoeur, presented to committee of the whole on Feb. 12.

He noted in the report that with the departure of the economic development director there was an opportunity to review the organizational structure of the department.

A review determined two new departments would result in improved service delivery and best achieve council's priorities.

Public meeting held for Golden Sand Condominiums proposal

A public meeting took place for the Wasaga Heights Inc., - Golden Sand Condominium proposal.

The meeting was held under the Planning Act because the proponent requires a zoning bylaw amendment, draft plan approvals, and site plan approvals.

Located on a parcel of land at 121 45th Street, the applicant wants to build 103 townhomes on the property.

Members of the public raised concerns about the scope of the project, including how it might affect homes nearby.

Council members asked questions about the development.

Planning staff will consider all comments and report to council with a recommendation about how to proceed.

Pine Valley public meeting

Town council hosted a public meeting for the Pine Valley Homes Ltd., - Ansley Grove proposal.

Council held the meeting under the Planning Act because the proposal requires draft plan of subdivision approval and a zoning bylaw amendment.

Located on property known as 61 and 69 Ansley Road, just south of the Bayside Mall where Foodland is located, the proposal calls for three single detached dwellings and 50 townhomes.

Residents at the meeting raised a variety of concerns, including traffic as well as how the development would affect wildlife living in the area.

Town planning staff will consider all comments made at the meeting and report to council with a recommendation on how to proceed.

-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.

-You can watch the meeting here:

<https://www.rogerstv.com/show?lid=12&rid=72&sid=5800&gid=308696>

-Follow the Town of Wasaga Beach on Facebook and Twitter.

-Read our latest newsletter here:
<http://bit.ly/2GDbAPc>