



# Wasaga Beach Council Highlights

## From the Sept. 29, 2020 meeting

### **YMCA requests funding support to help with reopening**

The YMCA of Simcoe-Muskoka is asking the town for financial assistance for its reopening, after closing its doors in the early days of the pandemic and remaining closed since.

Councillor Joe Belanger, chair of the Community Services section of Coordinated Committee, welcomed YMCA representatives to the committee's Sept. 10 meeting. He advised council the YMCA is [asking](#) for up to \$480,000 annually, for a minimum two-year period, to offset its potential operating deficit.

The YMCA is also requesting \$8,500 to help with start-up costs, as well as financial support for year-end losses due to not being able to operate during COVID-19.

Committee referred the request to staff for review and recommendation.

### **Work moving ahead on infrastructure investments**

Councillor David Foster provided council an overview of recently started infrastructure projects.

Foster, chair of the Public Works Section of Coordinated Committee, said work resumed after Labour Day on the \$6.1-million Main Street Bridge reconstruction project.

He noted the bridge is back down to one-lane and will remain so until the spring, when the work is completed.

Work has also started on the Veterans Way and Klondike Park Road geometric improvements, as well as the water main installation. This work should be complete by July 1, 2021.

In other infrastructure news, construction has started on the Trillium Creek Flow Containment Berm. Construction should wrap up in early December.

Several other smaller projects are under way in the community and planning for other works continues, Foster said.

### **Relocation of infrastructure will facilitate beachfront development**

Work continues to relocate the Jenetta Street Municipal Well Site Chlorine Contact Chamber at the main beachfront.

Councillor David Foster advised council that during the Sept. 10 Public Works Section of Coordinated Committee, the committee directed staff to proceed with preparation of detailed design drawings for the project.

Foster, chair of the Public Works Section, said relocation of the underground infrastructure, from beneath the Spruce Street municipal parking lot to a location under the perimeter of the lot, will help facilitate development of the property.

Learn more in the related [staff report](#).

### **Residential building project planned for east Wasaga**

Deputy Mayor Sylvia Bray advised council of a public meeting held for a proposed residential development in the east end of town.

The meeting took place during the Sept. 10 Coordinated Committee meeting.

Bray, chair of the Development Services section, said town planner Julie Nolan provided an overview of the proposal.

Sterling Homes' Inc. has submitted applications for a draft plan of subdivision and zoning bylaw amendment at 81 Berkley Street, in the east end.

The applicant would like to build 14 single-detached homes.

Staff have not completed a detailed review of the applications.

The town's planners will provide a recommendation report to council when the review of the applications is complete, Bray said.

Watch the public meeting [here](#).

### **Contract awarded to develop 'wayfinding' strategy**

Town council awarded a \$69,140 contract to Entro to develop a comprehensive wayfinding strategy.

The town selected the firm through a competitive Request for Proposals process.

Wayfinding is the different ways people learn about their surroundings when they travel from one location to another.

The strategy will include the design of town-wide signs that address the needs of visitors and residents.

The strategy will also include an assessment of existing signs, stakeholder engagement, sign design and cost estimation, as well as assistance with procurement, fabrication, installation of new signs, and an impact assessment.

The project will help the town optimize local wayfinding and deliver a more consistent approach for the use of signs to guide both residents and visitors.

Read the related [staff report](#).

### **Firm hired to create economic development strategy**

Council approved hiring McSweeney and Associates to create an economic development strategy for the town, at a cost of \$48,238. Funding is being provided by the County of Simcoe.

The town selected the firm through a Request for Proposals process. Read the related [staff report](#).

The goal of the strategy is identifying ways to create a robust year-round economy, favourable for attracting and retaining current, new and diverse investment, increasing local employment, attracting working age residents, and building a sustainable and complete community.

In a report to council, economic development officer Tyler King calls McSweeney and Associates one of the most respected consulting firms in Canada.

The company recently developed economic development strategies for Collingwood, Meaford, Grey County, and Grey Highlands.

### **Progress made on beachfront redevelopment**

Mayor Nina Bifulchi advised council that at the Sept. 15 Committee of the Whole meeting the committee received an update on planning for the redevelopment of town-owned land at the beachfront.

Doug Herron, director of planning and economic initiatives, provided the update to council. George Vadeboncoeur, chief administrative officer, provided additional information.

Watch the presentations [here](#).

The committee recommended – and council later agreed – that as part of the RFP document issued for the development of town-owned land at the beachfront, the town will indicate it is prepared to work with the selected developers.

Mayor Bifulchi also noted the committee identified zoning bylaw changes it is prepared to consider to ensure there is consistent zoning across the whole development area.

Committee also recommended – and council agreed – to direct staff to write each private property owner in the Beach Area 1 area, advising they might be contacted by one of the short-listed developers interested in working with them on a development proposal.

Also at the Sept. 15 Committee of the Whole meeting, consultants from Deloitte

LLP provided an overview of the RFP document.

The town will issue the RFP document to six developers short-listed through the Request for Expression of Interest process last year.

Mayor Bifulchi said the committee had the chance to ask questions about the RFP and provide input. Committee then received the presentation for information.

Mayor Bifulchi told council that the committee discussed First and Third streets, and a portion of Second Street, north of The Beer Store and the LCBO, as part of the lands to be included as potential development lands. Committee agreed to include these lands.

### **Scoring matrix approved for beachfront RFP, evaluation team established**

Council approved a scoring matrix the town will use to evaluate proposals the municipality receives from the short-listed developers for the redevelopment of town-owned land at the main beachfront.

As well, council established an evaluation team to review RFP submissions. The team is comprised of Mayor Bifulchi, the chief administrative officer, the director of public works, and the director of planning and economic initiatives.

The team will make recommendations to council.

### **COVID-19 update to council**

Staff provided council an update on the COVID-19 pandemic.

The town's communications officer, deputy fire chief, and chief administrative officer presented reports.

[Watch the presentations](#). They start at the 18:38 mark.

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