

# Wasaga Beach NEWS

July 2023



Brian Smith  
Mayor



Tanya Snell  
Deputy Mayor



Joe Belanger  
Councillor



Sasha-Rose Dileo  
Councillor



Faye Ego  
Councillor



Ellen Timms  
Councillor



Richard White  
Councillor

## Message from the Mayor

Wow, we've been busy! Since being elected, this council has focused on creating a strong vision and plan forward for Wasaga Beach. We have identified 5 Strategic Pillars for Change and 84 Actions to improve our community, and we will be reporting on our progress regularly as we complete these priorities. We encourage residents to ask questions, remain engaged and become part of the solutions – help us get it done.

One of the first priorities we tackled in January was reopening Beach Drive. Residents and visitors have been excited to see this iconic area buzzing with life and commerce again. We have created an incredible new Beach Area 1 entertainment area and stage. All summer, the seating and picnic tables have been full of residents and visitors enjoying our beachfront, live music and culinary delights from local restaurants and food trucks.

In May, we hosted our first Business Roundtable event and staff are already working on some of the challenges and solutions our business owners identified, including raising the bar on our social media game, updating the business-licensing bylaw and creating a town beautification committee.

We are also working closely with our local MPP, school board and the Ontario government to build a new school in Wasaga Beach. In June, the Province gave the green light to get shovels in the ground. We look forward to breaking ground on this new, multi-use facility that will serve as a state-of-the-art elementary

*cont. on page 2*

Our new Vision Statement is supported by five **Strategic Pillars for Change** and eighty-four **Implementation Actions**

### COMPLETE

Pursue complete neighbourhoods

### INCLUSIVE

Where residents are happy, healthy & safe

### OPPORTUNITIES

Diversify the economy and create jobs

### WELL-RUN

Excellence in customer service & corporate culture

### GREEN

Leadership in responding to climate change

Brian Smith, Mayor  
✉ [mayor@wasagabeach.com](mailto:mayor@wasagabeach.com)

Tanya Snell, Deputy Mayor  
✉ [deputymayor@wasagabeach.com](mailto:deputymayor@wasagabeach.com)

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Mayor's Message cont.

school and a shared community space for our town's recreational programs. It also creates exciting momentum as we continue to advocate for a much-needed high school in Wasaga Beach.

In July, we announced that we are establishing a community medical centre and after-hours clinic. Thanks to a generous donation by a local family physician, Dr. Greyling, together with a portion of the town's OLG casino proceeds, this will help fill an immediate need in our community for an after-hours clinic. It will also support our longer-term efforts to recruit doctors and nurse practitioners to Wasaga Beach. In partnership with the Georgian Bay Family Health Organization, we are on track to open the clinic this fall.

The Beachfront Redevelopment RFP process is well underway. Staff are currently reviewing submissions and making plans for a second public meeting to gather resident feedback. To get notified when the date is set for this important public meeting – be sure to subscribe to the news section of our website, or keep an eye on the town's social media channels. If you are unable to attend, we will also use our online engagement portal "Let's Talk Wasaga Beach" to gather public comments. We encourage all residents to have their voice heard about the future of the beachfront.

Finally, summer might be winding down, but we still have many amazing events on the go: Summer Sets live music every week, Movies Under the Stars, Sand & Soca, and our biggest show of the season, the annual Memories of Summer concert featuring rock legends, April Wine. I hope you will join us on September 3 for this free event.

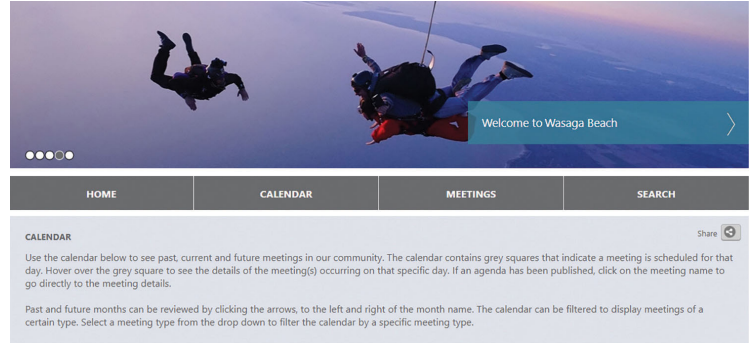
We're excited about the progress we have made so far and we know there is much more to do. Please stay tuned for further updates in the months ahead.

Mayor Brian Smith

## Meeting information on our website

Find dates, times and agendas for upcoming Committee and Council meetings. Sign up for email notifications when agendas are ready to review. Watch meetings live-streamed and access recordings of past meetings:

[wasagabeach.com/meetings](http://wasagabeach.com/meetings)



## See what's happening

Our website and official Town social media channels are your best source for news and information about Town announcements, Council advocacy, special events, economic development initiatives, recreational programs and more.

Get involved. Stay informed. Here's how:

Visit our website: [wasagabeach.com](http://wasagabeach.com)

Subscribe for email news and notices:  
[wasagabeach.com/subscribe](http://wasagabeach.com/subscribe)

Watch Council and Committee meetings in-person at Town Hall or online: [wasagabeach.com/meetings](http://wasagabeach.com/meetings)

Register for recreational programs:  
[wasagabeach.com/recreation](http://wasagabeach.com/recreation)

Learn about upcoming events and festivals:  
[wasagabeach.com/events](http://wasagabeach.com/events)



### CORPORATE



@wb\_media

- For the latest news and updates.



Town of Wasaga Beach

- For the latest news, updates, public notices, \*happening now\* and more.



Town of Wasaga Beach

- For job postings and behind-the-scenes plus human resources, tourism marketing, Council advocacy, economic development and business themed content.

### RECREATION



Wasaga Beach  
Recreation & Facilities

- For information related to Town-organized recreational programs.



@wasaga\_beach\_  
rec\_facilities

- Same trusted Rec content you need, now served up on Instagram.

### TOURISM, EVENTS & FESTIVALS



Explore Wasaga  
Beach

- The new home of Wasaga Beach Tourism and Special Events. Follow for special events and adventure inspiration.



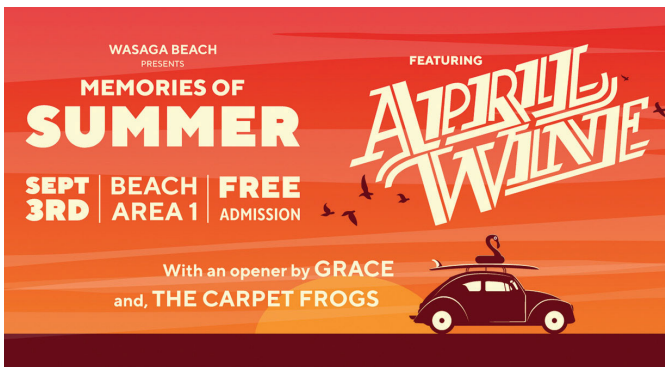
@wasaga\_beach\_  
events

- Soon to be @ExploreWasagaBeach



## UPCOMING EVENTS

[wasagabeach.com/events](http://wasagabeach.com/events)



### Go paperless with e-billing

The Town offers paperless water, sewer and property tax bills. It's easier for us, more convenient for you and better for the planet. If you would like to sign up for this option, please email [ebilling@wasagabeach.com](mailto:ebilling@wasagabeach.com) and include the following information:

1. The subject line should state the municipal property address, starting with the street name.
2. The body of the email should state your name and phone number.
3. The email must come from the email address you want the bill sent to.

Questions? We're happy to help: 705-429-3844.

### Wasaga Beach Youth Centre

The Wasaga Beach Youth Centre is located at 1621 Mosley St. The centre operates Monday to Saturday, from 3:30 p.m. to 9 p.m. It provides access to youth programs, computers, free Wi-Fi, games, and much more.

Learn more at [wasagabeach.com/youth](http://wasagabeach.com/youth) or [instagram.com/wbyouthcentre](https://www.instagram.com/wbyouthcentre)

### Seniors Active Living Centre (SALC)

Located at 1621 Mosley St., our Seniors Active Living Centre is a great place to access free programs, volunteer and meet new people. From bus trips to theatres and concerts, to games, walking clubs and music programs – the SALC has something for everyone.

Visit [wasagabeach.com/seniors](http://wasagabeach.com/seniors) to learn more or drop by the centre and chat with us.

### Free residential parking passes

This summer, Council approved free residential parking passes. For the first time ever, residential parking passes are also valid on Beach Drive! The costs associated with this new perk are being offset by increases in parking rates for visitors and non-residents.

### can help

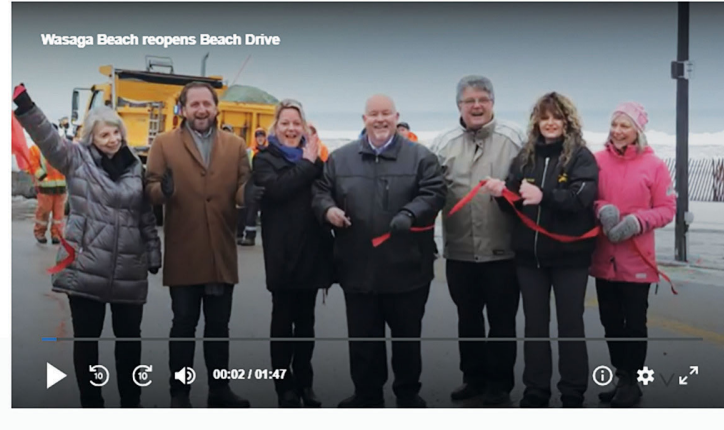
Need help and don't know where to turn? 211 is a helpline that connects people to the social services, programs and community supports they need.

Dial 2-1-1 or visit [www.211ontario.ca](http://www.211ontario.ca).

## BEACH DRIVE REOPENED

Members of Town Council officially reopened Beach Drive on January 17, 2023. Also on hand for the occasion were town staff involved in clearing the sand off the road. Thank you to everyone who joined us on this important day! It was great to see so many supportive staff, residents and business leaders in attendance.

### Wasaga Beach's Beach Drive reopens after 4 year closure

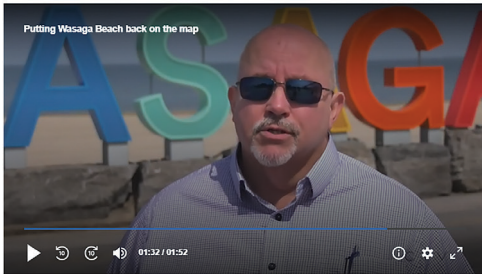


*Mayor Brian Smith and council members cut the ribbon to officially reopen Beach Drive.*

Source: CTV Barrie News

## Putting Wasaga Beach back on the map

Here's how Wasaga Beach intends to put the town 'back on the map'



In Wasaga Beach, tourism is everything, which is why after four years, the town is reopening Beach Drive to inject some life into the waterfront. "At the end of the day, it's about putting Wasaga Beach back on the map. It's about creating a world-class destination as we were for many years and getting this area redeveloped which should've been done a long time ago, but we're here now and going to do that," said Wasaga Beach Mayor Brian Smith.

RELATED | Wasaga Beach's Beach Drive reopens after 4 year closure

Since opening Beach Drive, the Town has been successful in renting all of it's beachfront properties for the summer season. That's not all. During the last term of Council, when the buildings on Beach Drive were demolished, all of the pipes and

infrastructure that supported the Splash Pad were destroyed. Staff have been working hard to salvage everything possible so that we can build a new Splash Pad in the future.

Over the past few months, staff recycled concrete and sand to



create a new events space on Beach Drive between Second and Third Street, as well as a smaller events space and food truck area between First and Second Street. These new spaces and places successfully opened in July. Now residents and visitors can keep their toes in the sand while enjoying local businesses, events, festivals and food trucks all summer long. The food truck area has been rented to full capacity with the rent from the food trucks being used to fully pay for all of the temporary infrastructure improvements.

## Building a brighter future: downtown redevelopment

April 27, 2023: Standing room only as members of community come forward to express broad support during first public meeting on



the future of the downtown and beachfront Council is taking action to determine the future of town-owned land at the beachfront. An RFP process is now underway. Submissions are now closed.

### Next steps:

- Staff are reviewing RFP responses
- Plans are being made for a second public meeting in August 2023
- Updates will be posted shortly to the town's public engagement website, LetsTalkWasagaBeach.ca

## Community medical centre and after-hours clinic

On June 29, Council directed staff to move forward with plans to establish a community medical centre and after-hours clinic, funded in part through municipal revenues from the local OLG/Playtime casino.

“ This Council believes that the proceeds of our local casino must be used for projects that will build a more resilient Wasaga Beach, build capacity in our community, and benefit the long-term health and well-being of our people and local economy. Using the proceeds from the Town’s casino revenue to create a much-needed health centre and after-hours clinic ticks off all these boxes. The benefits of this project will extend beyond Wasaga Beach and support the health and well-being of our friends and families in neighbouring communities, including Elmvale, Collingwood and Clearview Township.” Mayor Brian Smith.

- The proposed medical centre and after hours clinic plans to use 160 Beck Street as a fully equipped, turnkey medical office that features six patient examination rooms.
- A local family physician, Dr. Joe Greyling, who currently operates the medical office, is donating over \$10,000 in equipment and furnishings to the Town to help support the project.
- With Dr. Greyling’s generous contribution, and the support of our local Family Health Organization, the new clinic could open as soon as September 1, 2023.

## Building a stronger, healthier Wasaga Beach

This new clinic is part of our plan to attract family healthcare providers to Wasaga Beach and fill an immediate need for an after-hours clinic in our town. Dr. Greyling’s generous donation is intended to help attract doctors and nurses to Wasaga Beach by providing a low-overhead, turn-key solution for physicians and nurse practitioners that want to serve our community. It

will provide a modern, fully-equipped space where they can work and see patients. In addition to financial incentives, we believe this will help make Wasaga Beach more attractive to family physicians and nurse practitioners that are interested in joining and serving our community. The experts, including the South Georgian Bay Family Health Team, agree.

 **Tweet**

 **Town of Wasaga Beach** @WB\_Media

We're working together to build a stronger, healthier #WasagaBeach and tackle a challenge that is bigger than our community. The @WB\_media approach: leadership at the local level, partnership with the experts @SGBOHT & coordination across our region.

#healthycommunity

 **South Georgian Bay Ontario Health Team** @SGBOHT - Jul 11

We support the Town of Wasaga Beach's @WB\_Media decision to fund a medical centre and thank Dr. Greyling for his contribution.

The new clinic will assist our physician recruitment efforts and expand our community's access to primary care services.

#OHTs #OntarioHealthTeam twitter.com/CTVBarrieNews/...

8:50 AM · Jul 12, 2023 · 581 Views

 View Tweet analytics

5 Likes

## Improving transparency and accountability

To improve transparency, ensure greater accountability and promote public engagement, Council has taken the following three actions over the past three months:

- 1. Introduced a new whistleblower policy.** The goal of this new, enhanced policy is to support high ethical standards and business practices. It is a proactive and innovative approach that safeguards staff who report misconduct, and ensures reports will be investigated thoroughly by an individual that is well-versed in dealing with matters of misconduct.
- 2. Introduced a new social media policy** that opens comments and public engagement on our social media channels (comments were turned off during the previous term of Council).
- 3. Extended the Town’s subscription for community engagement software** for the next three years (to continue to expand the use of LetsTalkWasagaBeach.ca over the full length of this Council’s term).

## Strict but fair

To protect residents and local businesses, the Town’s municipal law enforcement department will be using a “strict but fair” policy this summer, targeting visitors staying in short-term accommodations who are making more than nuisances of themselves.

It will mean letters to local accommodation owners outlining the Town’s rules addressing so-called nuisance behaviours — such as noise, public intoxication, and large unruly gatherings — and a two-week suspension of a business licence on the first occasion the OPP, fire chief, or a bylaw officer is called out to a “declared” nuisance event.

Ignoring the rules could result in the business licence being revoked, and upon conviction for operating without a licence, the Town would petition for a court order to shut it down.

## Join a committee. Help shape the future of our town.

To help build a greener, more inclusive and complete community, the Town has created two new advisory committees: **The Climate Action committee** will develop and maintain a Climate Action Plan for the Town. It will educate, create awareness and advise on how best to protect our natural environment, reduce greenhouse gas emissions and promote conservation to support the wellbeing of our planet and community. **The Affordable Housing committee** will educate, create awareness and advise the Town on how best to increase affordable housing options within Wasaga Beach and the broader region.

Learn more: [wasagabeach.com/committees](https://wasagabeach.com/committees)

## Unauthorized car rallies

In July, to unlock powers granted to the municipality under Section 128 of the Municipal Act, Council approved a new bylaw that bans any individual from planning, promoting or hosting a car rally without the municipality's permission.

The bylaw is one more step the Town is taking to ensure a safe, fun summer for everyone. It will help create a safe environment for our law enforcement partners and first responders, including the OPP and Wasaga Beach Fire Department, to do their jobs during illegal car rallies.

Specifically, the bylaw will allow police, the fire chief and bylaw officers to close a road for up to three days to help prevent these kinds of unlawful, disruptive situations. It will also enable our law enforcement partners, including the OPP, to fine or charge participants and spectators accordingly.

“ We want you to come here, we want you to have fun, but we want you to respect our municipality and the people who live here while you're vacationing, partying and having fun. As long as you do that, we're all going to get along fine.”  
Mayor Brian Smith

## Council advocacy

The Town continues to work with different levels of government and meet regularly with our MP and MPP on matters that impact our local community.

- **Jan 2023:** Attended ROMA
- **Apr 2023:** Attended Good Roads
- **Jul 2023:** Simcoe County Council passes resolution in support of a high school for Wasaga Beach
- **Aug 2023:** Preparing to attend AMO

Our asks include matching funding to help complete construction of our Twin-Pad Arena and Library, build much-needed capital projects and community infrastructure including a high school and community hub, unlock unused land holdings, redevelop our downtown and diversify our economy.

## Town welcomes provincial investment to build new Wasaga Beach elementary school

This project is a joint partnership between the Ontario government and the Town of Wasaga Beach. The province has committed \$22.5 million to help get shovels in the ground quickly. The Town is investing over \$2.5 million to help build an innovative and modern learning environment that will create an additional 4800 square feet of community use space.

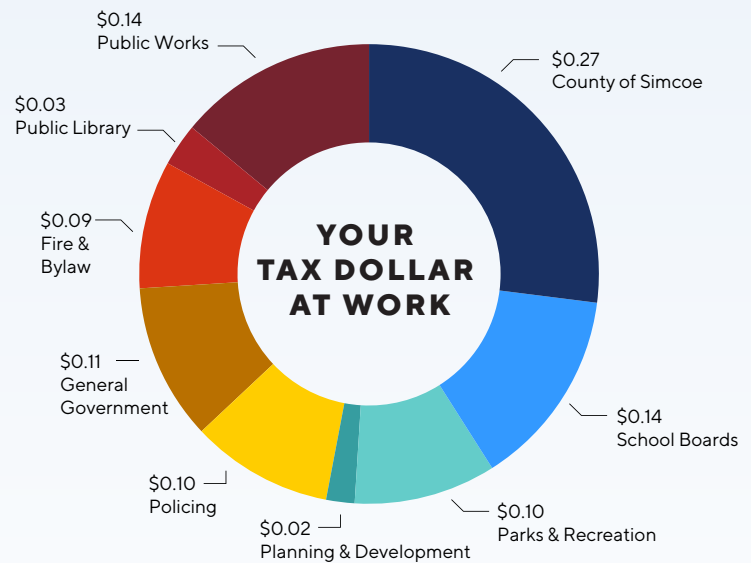
Identified as a capital priority by the Simcoe District School Board in 2017/2018, this long awaited Wasaga Beach Public School will be located at 42 Union Boulevard. It will provide 406 elementary spaces for local families and continue to add momentum to our advocacy, on behalf of families and students, for a high school in Wasaga Beach.

“We thank Minister Lecce and the provincial government for their partnership and investment in our students and our community – and we look forward to building on this successful partnership as we continue to advocate on behalf of students and families in Wasaga Beach.” Mayor Brian Smith

## BY THE NUMBERS

### Budget 2023

This chart shows the breakdown of your tax dollar at work. For example, for each dollar you pay in municipal tax, 27 cents goes to the County of Simcoe and 14 cents goes to the school boards.



### Quick facts

- Wasaga Beach is one of the fastest-growing communities in Canada and we continue to grow faster than most other communities in Ontario.
- Construction on this new elementary school is expected to begin in July 2023 and be completed by September 2024.

### DID YOU KNOW?

Council has approved a new bylaw that permits residents to garden on town boulevards. For more information, call our public works team at (705) 429-2540.