

THE CORPORATION OF THE TOWN OF GEORGINA

COMMITTEE OF THE WHOLE MINUTES

Monday, April 2, 2012
(9:02 a.m.)

1. MOMENT OF MEDITATION:

A moment of meditation was observed.

2. ROLL CALL:

The Mayor gave the roll call and the following Committee members were present:

Mayor Grossi	Councillor Craig (left during Closed Session)
Councillor Davison	Councillor Hackenbrook
Councillor Smockum	Councillor Szollosy (left at 10:58 a.m.)

3. COMMUNITY SERVICE ANNOUNCEMENTS:

The Committee members were made aware of a number of community events taking place.

4. INTRODUCTION OF ADDENDUM ITEMS AND DEPUTATIONS:

The following addendum items were identified as part of the agenda:

- 4.1 Mayor Grossi concerning Georgina's policy regarding the cost of ice rescues on Lake Simcoe under Item No. 22, Other Business
- 4.2 Councillor Szollosy concerning an issue under Item No. 22, Other Business
- 4.3 Councillor Hackenbrook concerning an Issue under Item No. 19, Regional Business

5. APPROVAL OF AGENDA:

Moved by Councillor Smockum

Seconded by Councillor Craig

RESOLUTION NO. CW-2012-0075

THAT THE AGENDA WITH THE FOLLOWING ADDENDUM ITEMS BE APPROVED:

- 5.1 MAYOR GROSSI CONCERNING GEORGINA'S POLICY REGARDING THE COST OF ICE RESCUES ON LAKE SIMCOE UNDER ITEM NO. 22, OTHER BUSINESS
- 5.2 COUNCILLOR SZOLLOSZ CONCERNING AN ISSUE UNDER ITEM NO. 22, OTHER BUSINESS
- 5.3 COUNCILLOR HACKENBROOK CONCERNING AN ISSUE UNDER ITEM NO. 19, REGIONAL BUSINESS

Carried.....

6. DECLARATION OF PECUNIARY INTEREST:

None.

7. ADOPTION OF THE MINUTES:

Moved by Councillor Craig

Seconded by Councillor Davison

RESOLUTION NO. CW-2012-0076

THAT THE MINUTES OF THE COMMITTEE OF THE WHOLE MEETING HELD ON MARCH 5, 2012, BE ADOPTED AS PRESENTED.

Carried.....

8. BUSINESS ARISING FROM THE MINUTES:

None.

9. DETERMINATION OF ITEMS REQUIRING SEPARATE DISCUSSION:

The following items were identified for separate discussion:

- 9.1 Item No. 11.1, deputation by John Schwaier respecting certain parking limitations on Kelenna Drive
- 9.2 Item No. 11.2, deputation by Brad Smith concerning the Inland Iron & Metals annual request for exemption from the Licensing By-law and the Noise by-law
- 9.3 Item No. 12.1, presentation by Adrian Kawun, Acting Manager of Service Planning, York Region Transit, regarding the YRT/Viva 2012 Annual Service Plan
- 9.4 Item No. 12.2, presentation by Doug MacMillan, The Letter M Marketing, Consultant, presenting the Town's Communication Plan
- 9.5 Item No. 15.2, various matters for disposition
- 9.6 Item No. 17.1.1, Report No. PB -2012-0023 entitled 'Amendment No.1 to the Growth Plan for the Greater Golden Horseshoe, 2006, dealing with the Simcoe Sub-Area'
- 9.7 Item No. 17.2.1, Report No. OED-2012-0014 entitled 'A Guide to Community Giving'
- 9.8 Item No. 17.3.1, Report No. DAS-2012-0008 entitled 'Code of Conduct for Members of Council, Local Boards and Committees'
- 9.9 Item No. 17.3.3, Report No. DAS-2012-0014 entitled 'Review of Noise By-law Exemption Agreement, Inland Iron & Metals'
- 9.10 Item No. 17.3.4, Report No. DAS-2012-0019 entitled 'Licensing Appeal Hearing Request'
- 9.11 Item No. 17.4.1, Report No. RC-2012-0004 entitled 'Public Art – Pilot Project'

10. ADOPTION OF ITEMS NOT REQUIRING SEPARATE DISCUSSION:

10.1 Matters not subject to individual conflicts

Moved by Councillor Davison

Seconded by Councillor Smockum

That the following recommendations respecting the matters listed as 'Items Not Requiring Separate Discussion' be adopted as submitted to Council and staff be authorized to take all necessary action required to give effect to same:

Routine:

RESOLUTION NO. CW-2012-0077

THAT THE ROUTINE CORRESPONDENCE BE RECEIVED.

10. ADOPTION OF ITEMS NOT REQUIRING SEPARATE DISCUSSION cont'd:

Report:

17.3.2 Development Charges Act, 1997/1989

Report No. DAS-2012-0010

RESOLUTION NO. CW-2012-0078

THAT REPORT NO. DAS-2012-0010, THE STATEMENT OF DEVELOPMENT CHARGES COLLECTED AS OF DECEMBER 31, 2011, UNDER THE DEVELOPMENT CHARGES ACT 1997 AND THE DEVELOPMENT CHARGES ACT 1989, BE RECEIVED FOR INFORMATION.

Carried.....

10.2 Matters subject to individual conflicts

None.

11. DEPUTATIONS:

11.1 John Schwaier respecting the parking limitations on Kelenna Drive.

Mr. Schwaier was not in attendance.

Mayor Grossi moved forward Item No. 17.3.3 at this time to be heard in conjunction with Item No. 11.2.

11.2 Brad Smith concerning the Inland Iron and Metals annual request for exemption from Licensing By-law 2002-0169 and Noise By-law 2003-0075.

Winanne Grant, Chief Administrative Officer, advised that she is currently determining if there is any additional information that should be reported to Council prior to a decision on the Inland matter and requested that Council receive the deputation only at this time. She stated that she is preparing a report for submission to Council which will include all pertinent information in order for Council to make an informed decision.

Mr. Smith stated that he is in attendance to speak on two issues. The first issue is whether there is a need for this agreement between the Town and the business, and the second issues deals with the lack of enforcement of the by-laws specific to this agreement. Citizens have to live with consequences of this inaction.

11. DEPUTATIONS cont'd:

Mr. Smith explained that Inland Iron and Metals runs its business from Monday to Saturday, from 7:00 a.m. to 8:00 p.m. which equates to 13 hours a day, six days a week. He inquired why Inland cannot simply load the extra tractor trailers during that time period, rather than needing to load on Sundays and Statutory Holidays. He stated that he has asked this question many times and he has not received an answer. He advised that Inland also operates out of a second location in Mississauga in an industrial area and suggested that the loading of trucks on Sundays and Statutory Holidays could be conducted out of that location instead.

Mr. Smith stated that Town staff does not enforce the by-laws with respect to this agreement. Since 1998, the Town records show his complaints and the problem is only getting worse. He explained that he moved to his property in 2005 and he was kept awake on his first night from 1:45 a.m. to 3:45 a.m. by noise and activity on the Inland property. He had talked to the Town's Chief Municipal Law Enforcement Officer and had been instructed to keep an accurate record of the noises, time, duration and description, which he proceeded to do, believing that the issue would be resolved for the next three years. He stated that he also videotaped a lot of activity taking place on the Inland property between 2005 and 2008 as he felt that he needed proof of the violations of the agreement.

Mr. Smith advised that on a May 24th weekend, he videotaped four tractor trailers being loaded on the Statutory Monday and delivered it to the By-laws department, but no action was taken although this contravenes the agreement. He is requesting the by-laws to be enforced and the agreement to be followed.

Ms. Rebecca Mathewson, Director of Administrative Services and Treasurer, stated that staff have been monitoring the business, there have been violations to the agreement and there have been inspections performed by Town staff. She explained that she has had discussions with a prosecutor at the local court house and was advised that the right evidence of a sufficient quantity needs to be gathered in order to successfully prosecute.

Questions were raised concerning the number of site visits made over the last year, whether or not they were random, unannounced visits, what the standard is to determine sufficient evidence, if a certain number of incidents must occur to be considered infractions, what constitutes excessive noise and if the legal opinion with regard to traffic movement on Sundays is still valid.

Moved by Councillor Hackenbrook

Seconded by Councillor Smockum

That the Rules of Procedure be waived to permit Ted Windsor, operator of Inland Iron and Metals, to address Council.

Carried.....

11. DEPUTATIONS cont'd:

Mr. Windsor declined to speak at this time.

17. COMMITTEE RECOMMENDATIONS AND STAFF REPORTS:

17.3 Reports from the Administrative Services Department:

- 17.3.3 Review of the Noise By-law Exemption Agreement between the Town of Georgina and Inland Iron and Metals at Ravenshoe Road (N/S), Concession 6, Part Lot 1, Sutton, regarding the loading of two (2) Tractor Trailers on Sundays & Statutory Holidays

Report No. DAS-2012-0014

Moved by Councillor Craig

Seconded by Councillor Szollosy

RESOLUTION NO. CW-2012-0079

THAT THE DEPUTATION MADE BY BRAD SMITH CONCERNING THE INLAND IRON AND METALS ANNUAL REQUEST FOR EXEMPTION FROM LICENSING BY-LAW 2002-0169 AND NOISE BY-LAW 2003-0075 BE RECEIVED, THAT REPORT NO. DAS-2012-0014 BE DEFERRED TO THE CHIEF AMINISTRATIVE OFFICER FOR FUTURE PRESENTATION TO COUNCIL FOLLOWING DISCUSSIONS WITH A PROVINCIAL COURT OFFICER AND THAT INLAND IRON AND METALS, BRAD SMITH AND OTHER NEIGHOURING PROPERTY OWNERS BE ADVISED OF THE DATE OF THE FUTURE COUNCIL MEETING.

Carried.....

Mayor Grossi moved forward Item No. 17.4.1 at this time.

17.4 Report from the Recreation and Culture Department:

- 17.4.1 Public Art – Pilot Project

Report No. RC-2012-0004

P.C. Dana Cuff, Crime Prevention Officer, and P.C. Gidget Gamble, Guns and Gangs Prevention, York Regional Police, were in attendance.

17. COMMITTEE RECOMMENDATIONS AND STAFF REPORTS cont'd:

Moved by Councillor Craig

Seconded by Councillor Szollosy

That the Rules of Procedure be waived in order to permit Police Constable Dana Cuff to address Council at this time.

Carried.....

Police Constable Dana Cuff, Crime Prevention Officer, reviewed her power point presentation, explaining that the public art project has been done in other municipalities. Some projects are known as beautification projects, others as mural projects, others as public art projects. The scope of the public art project for Georgina is to involve youth and community partners to endeavour to make parks and areas into useful and more eye appealing spaces and would be concentrated specifically on walls. The local high school youth would propose a theme for the Town and volunteers would be requested to help the youth create the murals. She noted that York Regional Police is a community partner.

P.S. Cuff explained that the instigating factors for this project were graffiti and vandalism incidents in Whipper Watson Park in 2011. A public art project brings a community together, it brings together residents to reclaim areas as well as a sense of community pride and ownership. She noted that graffiti artists do not like to tag other people's work.

P.C. Dunn explained that the project was started for Whipper Watson Park but it could be expanded to include other areas of Georgina such as the Skate Park, De La Salle Park, Pefferlaw Lions Park and Udora Park. The statistics of last year include reported crimes, 911 calls for service and street checks by police officers.

P.C. Dunn explained that a request would need to be submitted from the Town of Georgina requesting a piece of artwork be put into a park with a theme given by Town Council. This request would be made to our youth from our local high schools and alternate education schools in Georgina. She explained that the artists would be free of charge, professional artists from the community would be requested to volunteer to act as guides and supervisors of the artwork, local businesses would be requested to make donations of items required such as paint and brushes, and community members would be requested to volunteer their time and experience. The art form would relate to costs, depending on how elaborate it might be. Council would decide on the art pieces.

P.C. Dunn stated that Crime Prevention Through Environmental Design (CPTED) is the proper design and effective use of the built environment that can lead to a reduction in both the opportunity for crime and fear of crime. Parks can be made safer not only by enforcement, but through the design principles that make it more difficult to carry out inappropriate activities. Projects such as the proposed Public Art Project help to stop crimes from happening.

17. COMMITTEE RECOMMENDATIONS AND STAFF REPORTS cont'd:

P.C. Dunn explained that in 2006 Toronto launched the neighbourhood beautification project for community groups to apply for up to \$1,500 towards beautifying under-utilized spaces in each ward and success is dependent upon support and leadership of the local councillor and an ongoing maintenance commitment by the local community. The City of Mississauga has also implemented a successful public art project.

P.C. Dunn explained that this new program would initially consist of community members reviewing the parks, with a police partnership.

Moved by Councillor Szollosy

Seconded by Councillor Davison

RESOLUTION NO. CW-2012-0080

1. THAT THE PRESENTATION MADE BY P.C. DANA CUFF, CRIME PREVENTION OFFICER, AND REPORT NO. RC-2012-0004, BE RECEIVED.
2. THAT MAYOR AND COUNCIL APPROVE IN PRINCIPLE A PUBLIC ART PILOT PROJECT FOR DESIGNATED TOWN PROPERTIES TO HELP PREVENT GRAFFITI INCIDENTS.
3. THAT MAYOR AND COUNCIL APPROVE A COMMITTEE CONSISTING OF COUNCILLOR CRAIG, APPROPRIATE STAFF, STUDENTS FROM LOCAL HIGH SCHOOL ART PROGRAMS AND YORK REGIONAL POLICE REPRESENTATIVES IN ORDER TO COMPILE FURTHER INFORMATION AND DETAILS ABOUT THE PUBLIC ART PILOT PROJECT AND REPORT BACK TO COUNCIL.

Carried.....

12. PRESENTATIONS:

- 12.1 Adrian Kawun, Acting Manager of Service Planning, York Region Transit, making a power point presentation regarding the York Region Transit (YRT/Viva) 2012 Annual Service Plan.

Mr. Kawun reviewed the 2011 service of 121 routes with 19.7 million revenue riders. These routes consisted of 456 buses, including 79 mobility plus vehicles. He stated that YRT is in its realignment stage from 2011 to 2015, followed by rapid growth from 2016 to 2020.

Mr. Kawun reviewed his power point presentation, indicating that a lot of emphasis is put on trip start times, ensuring that buses leave on time in an attempt to achieve a 90-95% trip start time. He mentioned that they hit a revenue ridership in September of 2011 of two million riders.

12. PRESENTATIONS cont'd:

Mr. Kawun indicated that they receive many requests to review bus routes due to empty buses. York Region Transit's 2012 annual service plan includes restructuring routes, strengthening the grid network, matching service levels to meet demand, improving service reliability, mitigating impacts due to vivaNext construction and managing ridership. He noted that the net cost per passenger was also reviewed.

Mr. Kawun explained that prior to 2011, York Region Transit did not go to the public as much as they could have. In 2012, they met with representatives from all nine municipalities as well as held eleven information centres throughout York Region. 440 residents attended the public information centres which represented a large increase over past attendance. They also conducted a survey for university customers, including students, residents, faculty and staff.

Mr. Kawun stated that changes for 2012 in Georgina will introduce a new route to provide a north-south route between the Town of Georgina and the Town of Newmarket, following discussions with Georgina staff and GO Transit to figure out the best route. As of July, York Region Transit will provide four morning round trips and four afternoon/evening round trips. In September, York Region Transit will take over route 69 from GO Transit.

Mr. Kawun stated that the 2013 Service Plan preparation includes improving public and stakeholder consultation and communication and undertaking service assessments of routes triple and quadruple the regional subsidy average fare, TTC routes operating north of Steeles Avenue, GO shuttles and dial-a-ride service.

Mr. Kawun explained that in July, four a.m. and four p.m. trips will be undertaken between Georgina and Newmarket to mimic trips currently operated by GO Transit, with a plan to start five or ten minutes earlier in order to make the connections in the south. Service between Pefferlaw, Sutton and Keswick between July and September of this year will be continued by GO Transit until it is taken over by York Region Transit in September.

Mr. Kawun advised that they are always willing to look at new routing options and providing service to new areas, noting that routes are dependent upon customer demand and an assessment would be conducted to ascertain potential ridership. Bus service through Keswick could be reviewed as there is only one route at this time. He indicated that York Region Transit is just taking over the existing Go Transit routes, not enhancing them. They are looking at diverting some of the trips, one being to The ROC and another to the Keswick WalMart. They are currently in discussions to take over the routes. The connection of York Region Transit with Go Transit will be an enhancement.

12. PRESENTATIONS cont'd:

Moved by Councillor Smockum

Seconded by Councillor Davison

RESOLUTION NO. CW-2012-0081

THAT THE PRESENTATION MADE BY ADRIAN KAWUN, ACTING MANAGER OF SERVICE PLANNING, YORK REGION TRANSIT, REGARDING THE YORK REGION TRANSIT (YRT/VIVA) 2012 ANNUAL SERVICE PLAN, BE RECEIVED.

Carried.....

17. COMMITTEE RECOMMENDATIONS AND STAFF REPORTS:

17.2 Report from the Operations and Engineering Department:

17.2.1 A Guide to Community Giving

Report No. OED-2012-0014

Moved by Councillor Davison

Seconded by Councillor Smockum

RESOLUTION NO. CW-2012-0082

1. THAT REPORT NO. OED-2012-0014 BE RECEIVED.
2. THAT COUNCIL APPROVES THE IMPLEMENTATION OF THE COMMUNITY GIVING PROGRAM AND AUTHORIZES THE CIRCULATION OF THE PROGRAM TO INTERESTED PARTIES IN THE TOWN OF GEORGINA.

Carried.....

Mayor Grossi moved forward Item No. 17.3.1 to be dealt with at this time.

17.3.1 Code of Conduct for Members of Council, Local Boards and Committees

Report No. DAS-2012-0008

Councillor Szollosy outlined several areas within the Code of Conduct that requires clarification, including:

Sections 5.3 and 5.4; 'they must not undertake direct discussions with residents'

17. COMMITTEE RECOMMENDATIONS AND STAFF REPORTS cont'd:

Section 3(f), 'Confidential Information', personal information about an individual is not mentioned

Section 3(g), 'Conflict of Interest' regarding particular interest

Section 3(j), 'indirect financial interest'

Section 6.2 was originally written exclusively for Members of Council but now needs to be applied to everyone

Section 8, second bullet, a potential procedural problem with all official information related to decisions made by Council needing to be communicated by the Mayor or Mayor's designate

Section 9.4, confusion regarding members of Council and members of Committees relating to political contributions

Moved by Councillor Szollosy

Seconded by Councillor Craig

RESOLUTION NO. CW-2012-0083

THAT COUNCIL RECEIVE REPORT NO. DAS-2012-0008 REGARDING THE CODE OF CONDUCT FOR MEMBERS OF COUNCIL, LOCAL BOARDS AND COMMITTEES AND REFER THE ISSUE BACK TO THE DIRECTOR OF ADMINISTRATIVE SERVICES FOR CLARIFICATION PURPOSES PRIOR TO ENDORSEMENT BY COUNCIL.

Carried.....

Mayor Grossi moved forward Item No. 17.3.4 to be dealt with at this time.

17.3.4 Licensing Appeal Hearing Request

Report No. DAS-2012-0019

Councillors Smockum, Davison and Craig were appointed to the Licensing Appeal Hearing Committee.

Moved by Councillor Szollosy

Seconded by Councillor Hackenbrook

RESOLUTION NO. CW-2012-0084

1. THAT COUNCIL RECEIVE REPORT NO. DAS-2012-0019 REGARDING A LICENSING APPEAL HEARING REQUEST.

17. COMMITTEE RECOMMENDATIONS AND STAFF REPORTS cont'd:

2. THAT COUNCIL APPOINT COUNCILLORS SMOCKUM, DAVISON AND CRAIG TO A LICENSING APPEAL HEARING COMMITTEE TO CONDUCT A HEARING UNDER BY-LAW NO. 2002-0169 (LI-3), AS AMENDED, BEING A BY-LAW RESPECTING THE ISSUE OF LICENCES IN THE TOWN OF GEORGINA.

Carried.....

Mayor Grossi moved forward Item No. 17.1.1 to be dealt with at this time.

17.1 Report from the Planning and Building Department:

- 17.1.1 Amendment No. 1 to the Growth Plan for the Greater Golden Horseshoe, 2006, dealing with the Simcoe Sub-Area

Report No. PB-2012-0023

Moved by Councillor Craig

Seconded by Councillor Davison

RESOLUTION NO. CW-2012-0085

- A. THAT REPORT NO. PB-2012-0023 BE ENDORSED AND RECEIVED FOR INFORMATION.
- B. THAT COUNCIL REQUEST THE PROVINCE OF ONTARIO, AND SPECIFICALLY THE MINISTER OF INFRASTRUCTURE, TO:
- I) UNDERTAKE THE NECESSARY STUDY AND ANALYSIS WITH RESPECT TO THE DETERMINATION OF THE LOCATION, BOUNDARIES, PERMITTED USES AND OTHER MATTERS RELATED TO THE BRADFORD WEST GWILLIMBURY AND INNISFIL HEIGHTS STRATEGIC SETTLEMENT EMPLOYMENT AREAS AS SET OUT IN SECTION 6.4.2 OF THE GROWTH PLAN, SO AS TO ENSURE THAT THERE ARE NO NEGATIVE IMPACTS ON THE EXISTING AND PROPOSED SUPPLY OF DESIGNATED EMPLOYMENT LANDS IN YORK REGION AND, SPECIFICALLY, IN THE TOWN OF GEORGINA, AND
 - II) CONSULT WITH YORK REGION AND ITS AREA MUNICIPALITIES WITH RESPECT TO THE IMPLEMENTATION OF SECTION 6.4.2 OF THE GROWTH PLAN.

17. COMMITTEE RECOMMENDATIONS AND STAFF REPORTS cont'd:

- C. THAT THE CLERK FORWARD A COPY OF REPORT NO. PB-2012-0023 TO DAVID BLACK, SENIOR POLICY ADVISER (INFRASTRUCTURE) OF THE GOVERNMENT OF ONTARIO, AND TO HEATHER KONEFAT, DIRECTOR, COMMUNITY PLANNING, FOR THE REGIONAL MUNICIPALITY OF YORK.

Carried.....

16. PETITIONS:

- 16.1 Petition from residents of Rainbow Court requesting the Town's assistance in ridding their neighbourhood of the Boxelder Beetle.

Moved by Councillor Davison

Seconded by Councillor Craig

RESOLUTION NO. CW-2012-0086

THAT THE PETITION FROM RESIDENTS OF RAINBOW COURT REQUESTING THE TOWN'S ASSISTANCE IN RIDDING THEIR NEIGHBOURHOOD OF THE BOXELDER BEETLE BE RECEIVED AND REFERRED TO THE REGION OF YORK TREE SPECIALIST FOR SUBMISSION OF A REPORT CONCERNING THIS ISSUE.

Carried.....

12. PRESENTATIONS:

- 12.2 Doug MacMillan, The Letter M Marketing, Consultant, presenting the Town of Georgina Communications Plan.

Lisa Lyons, Deputy Clerk, explained the procedure that has taken place to date. Staff met with the consultant several times over the course of the audit and planning process and worked with the consultant to put together stakeholders within this community to be contacted and interviewed and a communication plan was developed.

Doug MacMillan noted that the MacMillan Marketing Group is now known as The Letter M Marketing. He explained that he worked with a committee of fifteen individuals consisting of senior staff, members of Town Council and members of the community who provided a good sense of how the Town of Georgina works. He reviewed information, spoke with members of the community and Council to understand the priorities and challenges as communicators. He reviewed the delivery model for other municipalities, staffing resources, how issues are managed and crisis communication. The community was engaged through a survey which resulted in 381 responses which is a strong response rate for this type of survey, indicating a need for a communications plan.

12. PRESENTATIONS cont'd:

Mr. MacMillan stated findings of the review indicated lack of an overarching Town strategy, structure and low internal communication. There is little consistency and a lack of impact, with limited resources. Georgina is a fragmented community with regard to its geography and is made up of long-time residents as well as younger families and commuters and audience engagement is difficult due to this changing dynamic.

Mr. MacMillan stated that the review indicated poor media relationships and engagement and an overreliance on electronic communications with more of a focus on media releases than relationships. The website is the key communication tool. He advised that a Communications Officer is not the sole answer. The communications department needs professionals and up-front investment and within 24 months, the costs will start to pay off and the Town will begin to see efficiencies.

Mr. MacMillan stated that communications delivery includes expertise, content centralized around easy-to-recognize user themes, an external communications process and procedures and a departmental communications liaison. A commitment needs to be made to strengthen internal communications on a proactive approach including department Communication Plans, multi-purpose initiatives and encouragement of public input.

Mr. MacMillan stated that a grassroots approach could be taken, successes should be celebrated through newspapers and direct mail, using a balance between the modern and the traditional, noting that the desire for e-mail delivery methods will increase over time. Positive news should be created and promoted and relationships strengthened, noting that communications will always be a work-in-progress. A Communications Plan should be proactive and preventative, centralized, consistent, strategic and focused, open, collaborative, available and accessible.

Mr. MacMillan explained that a Communications Plan should demonstrate and advertise that the Town is a friendly, collaborative and well-run community, is an ideal place for businesses and families and offers a breathtaking natural environment with plenty to do for everyone. The overarching strategic directions are to introduce increased electronic communication, minimize advertising and maximize media/public relations, establish centralized, consistent, multi-use communications, facilitate engaging interaction and enhance internal communications. The design strategy would include retaining the current logo, refreshing the corporate design and developing key templates and overriding design principles.

Mr. MacMillan explained that a reasonable and sustained budget would implement the plan, a communications department and revised communications structure would be required consisting of a manager and project coordinator with departmental liaisons who would be supported through a communications committee and vendors and a reduced

12. PRESENTATIONS cont'd:

reliance on disbursements such as advertising or printing. This department would forecast, analyze and act on issues. The launch of a Communications Plan would involve directors, the Mayor, Council members and the Chief Administrative Officer, through departmental meetings, use of intranet and internal bulletin boards, a monthly e-news for staff and follow-up with the media. Online communications would include an e-news template, website, facebook, twitter and surveys.

Councillor Szollosy left the meeting at this time (10:58 a.m.)

Mr. MacMillan explained that the tactics of a Communications Plan include media/public relations and centralized corporate communications. It must facilitate conversation through such routes as central signage, civic centre meetings, events, direct mail, the waste and recycling calendar, municipal/community guides and community ambassadors, as well as external markets such as tradeshow.

Mr. MacMillan stated that a Communications Plan will measure and analyze increase in media coverage and communication requests and access of the intranet communications portal, monitor and analyze website traffic and institute a one-number central inquiry, track and analyze e-communication subscribers and click-through rates, track event attendance, administer annual awareness and satisfaction surveys with stakeholders and evaluate year-over-year public inquiry/confusion of key issues.

Mr. MacMillan explained that the total budget for the plan would be \$269,467 which would include \$100,000 on staffing salaries, internal and external launching, as well as rollout of the plan internally, online, with the media, centralized communications, facilitation of conversation and external markets.

Mr. MacMillan explained that the advantages of a Communications Plan include consolidated departmental activities resulting in improved economies of scale and efficiencies, reduction of workload and stress resulting from the focus of staff solely on their core jobs, reduced volume of telephone or walk-in inquiries, leadership on issues identification with a focus on proactive and positive messaging, a strong central communication resource for quick and precise response, higher-quality and visually-consistent communications, strategic communications that ensure stakeholder awareness and understanding, effective relationships with media and increased response time, stronger profile for the Town to strengthen economic development and tourism activities and a stronger culture with a more knowledgeable, united staff team.

Mr. MacMillan explained that portion of the budget regarding facilitation of conversation in the amount of \$70,700 would include items such as newsletters, an annual report on accomplishments, engagement events and calendars. The \$269,467 is seen as an annual budget, although some items are one-time issues.

12. PRESENTATIONS cont'd:

Rebecca Mathewson, Director of Administrative Services and Treasurer, stated that staff have included a proposal of \$50,000 for contracted services in the 2012 budget. It is anticipated that some of the costs could achieve savings, noting that \$25,000 was reserved in the 2011 budget and carried forward to the 2012 budget for use.

Mr. MacMillan stated that some of the budget proposed in his presentation has already been incorporated in certain departments. He stated that the Communications Manager should be included in Council meetings in order to be aware of any and all events and news issues. Mailing a monthly newsletter to those who wish to receive it, while e-mailing it to others, is a good start. The traditional (post mail) and modern (e-mail, website) communication routes need to be balanced for now. The Communications Department could be established with one employee at this time, but he believes two staff members would be the best approach and recommends two staff members.

Winanne Grant, Chief Administrative Officer, just over \$50,000 has been directed to communication in the Recreation budget and stated that \$100,000 for staffing has been proposed in the 2012 budget. There are dollars currently being spent and staff needs to go through an analysis to determine the final amount required to reach \$269,000. Staff's intention is to prepare a final report including an outreach to other municipalities that have gone through a similar experience, determine the options and limitations and research the process to be followed to coordinate the requirements and the funding available.

Dan Pisani, Director of Operations and Engineering, stated that he has been through similar exercises in previous positions, and sees this as the foundation of the Town moving forward and determining how it does business. It will provide the Town with an opportunity to communicate in an effective manner.

Mr. MacMillan stated that comparators with regard to the e-mail base indicates that within 24 to 36 months, there is a 50 percent adoption rate, which is easily happening in other municipalities.

Moved by Councillor Craig

Seconded by Councillor Davison

RESOLUTION NO. CW-2012-0087

THAT THE PRESENTATION MADE BY DOUG MACMILLAN OF THE LETTER M MARKETING, CONSULTANT REGARDING A GEORGINA COMMUNICATIONS PLAN, BE RECEIVED AND THAT THE PROPOSED BUDGET FOR A COMMUNICATIONS PLAN IN THE AMOUNT OF \$269,467 BE REFERRED TO THE CHIEF ADMINISTRATIVE OFFICER FOR INCLUSION IN THE 2012 BUDGET FOR DISCUSSION PURPOSES.

Carried.....

13. CONSIDERATION OF ITEMS REQUIRING SEPARATE DISCUSSION:

14. PUBLIC MEETINGS:

15. COMMUNICATIONS:

15.2 Matters for Disposition:

- 15.2.1 Royal Canadian Legion requesting permission to host its annual D-Day Parade and Service on Sunday, June 3rd, 2012 from 1pm-2pm along Black River Road to the Briar Hill Cemetery and that the portion of the road be temporary closed for the parade.

Moved by Councillor Craig

Seconded by Councillor Smockum

RESOLUTION NO. CW-2012-0088

THAT TOWN COUNCIL GRANT PERMISSION TO THE ROYAL CANADIAN LEGION TO HOST ITS ANNUAL D-DAY PARADE AND SERVICE ON SUNDAY, JUNE 3RD, 2012, FROM 1:00 P.M. TO 2:00 P.M. ALONG BLACK RIVER ROAD TO THE BRIAR HILL CEMETERY, THAT THE PORTION OF BLACK RIVER ROAD FROM ITS MOST WESTERN POINT TO THE BRIAR HILL CEMETERY BE TEMPORARY CLOSED FOR THE PARADE AND THAT THE LOCAL POLICE, FIRE AND AMBULANCE SERVICES BE SO NOTIFIED.

Carried.....

- 15.2.2 Association of Municipalities of Ontario respecting positive changes to the New Feed-In Tariff (FIT) Clean Energy Program.

Moved by Councillor Smockum

Seconded by Councillor Davison

RESOLUTION NO. CW-2012-0089

THAT CORRESPONDENCE FROM THE ASSOCIATION OF MUNICIPALITIES OF ONTARIO RESPECTING POSITIVE CHANGES TO THE NEW FEED-IN TARIFF (FIT) CLEAN ENERGY PROGRAM BE RECEIVED AND REFERRED TO THE PLANNING AND BUILDING DEPARTMENT FOR CLARIFICATION OF THE PROPOSED CHANGES AS THEY RELATE TO THE MUNICIPALITY AND HOW IT MAY ADDRESS MAJOR CONCERNS RELATING TO PROJECTS OCCUPYING PRIME AGRICULTURAL LAND AND REPORT BACK TO COUNCIL.

Carried.....

15. COMMUNICATIONS cont'd:

- 15.2.3 Steven Maskell requesting Council supply and erect 'Support Our Troops' banners throughout the Town to honour our troops and their families, as has been done in other towns and cities across Canada.

Karyn Stone, Economic Development Officer, stated that Town staff has been replacing existing banners on the existing hardware in the three business districts and along the Woodbine Avenue corridor. She advised that if the Town endorses the supply and posting of additional banners, additional hardware and banners would need to be purchased, as well as staff time to determine additional banner locations and installation of the necessary hardware and banners.

Council suggested that two banners be considered for Woodbine Avenue, one northbound and one southbound.

Moved by Councillor Craig

Seconded by Councillor Smockum

RESOLUTION NO. CW-2012-0090

THAT CORRESPONDENCE FROM STEVEN MASKELL REQUESTING COUNCIL SUPPLY AND ERECT 'SUPPORT OUR TROOPS' BANNERS THROUGHOUT THE TOWN TO HONOUR OUR TROOPS AND THEIR FAMILIES, AS HAS BEEN DONE IN OTHER TOWNS AND CITIES ACROSS CANADA, BE RECEIVED, THAT THE CONCEPT OF INSTALLING 'SUPPORT OUR TROOPS' BANNERS BE ENDORSED IN PRINCIPLE AND THAT THE ISSUE BE REFERRED TO THE ECONOMIC DEVELOPMENT DIVISION FOR REVIEW.

Carried.....

- 15.2.4 Georgina Accessibility Advisory Committee requesting approval of its recommendations concerning the Integrated Accessibility Regulation Standard which became law on July 1, 2011.

Moved by Councillor Hackenbrook

Seconded by Councillor Davison

RESOLUTION NO. CW-2012-0091

THAT TOWN COUNCIL ENDORSE THE INTEGRATED ACCESSIBILITY REGULATION COMPLIANCE RECOMMENDATIONS AS FOLLOWS:

15. COMMUNICATIONS cont'd:

1. THAT ALL TOWN OF GEORGINA DEPARTMENTS COMPLY WITH THE REQUIREMENTS AS SET OUT IN THE INTEGRATED ACCESSIBILITY REGULATION, ONTARIO REGULATION 191/11 MADE UNDER THE ACCESSIBILITY FOR ONTARIANS WITH DISABILITIES ACT, 2005.
2. THAT ALL INTERNAL AND EXTERNAL COMMUNICATIONS BE PRODUCED AND PROVIDED IN ACCESSIBLE FORMATS. IN ORDER TO FACILITATE THE PRODUCTION OF ACCESSIBLE DOCUMENTS, ADDITIONAL COMPUTER TRAINING FOR STAFF MAY BE REQUIRED.
3. THAT THE GAAC AND STAFF ESTABLISH A MULTI-YEAR PLAN (FIVE YEARS) THAT INCLUDES THE TIMELINES FOR COMPLIANCE WITH ACCESSIBILITY STANDARDS AND WILL BE CUSTOMIZED FOR EACH DEPARTMENT. THIS CUSTOMIZED PLAN WILL INCLUDE INTEGRATED ACCESSIBILITY REGULATION DEADLINES FOR DEPARTMENTAL SUBMISSIONS ALONG WITH ASSOCIATED INTEGRATED ACCESSIBILITY REGULATION INFORMATION. EACH DEPARTMENT WILL HAVE A RESPONSIBILITY TO COMPLETE THEIR DEPARTMENT'S MULTI-YEAR PLAN BY JUNE 30TH, 2012.
4. THAT THE GAAC AND STAFF PREPARE AN ANNUAL STATUS REPORT MEASURING THE PROGRESS OF THE MULTI-YEAR PLAN THAT IS TO BE COMPLETED AND SUBMITTED TO COUNCIL WITHIN THE FIRST QUARTER OF EACH YEAR (COMMENCING 2013) AND PRIOR TO BUDGET DELIBERATIONS.
5. AFTER EXTENSIVE PUBLIC CONSULTATION AND PUBLIC SURVEYS, THE INTEGRATED ACCESSIBILITY REGULATION SUB-COMMITTEE GATHERED FEEDBACK BEYOND THE LEGISLATED REQUIREMENTS IN ORDER TO DETERMINE THE PROPORTION OF ON-DEMAND ACCESSIBLE TAXICABS REQUIRED IN THE COMMUNITY, THE RESULTS OF WHICH INDICATE THAT EXISTING LEVELS OF ACCESSIBLE TAXICAB SERVICES IN THE TOWN OF GEORGINA MEET CURRENT AND FUTURE SHORT-TERM REQUIREMENTS.
6. THAT THE HUMAN RESOURCES DIVISION ESTABLISH, IMPLEMENT AND MAINTAIN THE REQUIRED ACCESSIBILITY POLICY FOR THE INTEGRATED ACCESSIBILITY REGULATION AND TO MAKE THESE DOCUMENTS PUBLICLY AVAILABLE (IN AN ACCESSIBLE FORMAT UPON REQUEST). THIS POLICY IS TO BE COMPLETED AND APPROVED BY COUNCIL BY OCTOBER 31, 2012 IN ORDER TO MEET COMPLIANCE DEADLINES.
7. THAT THE MULTI-YEAR ACCESSIBILITY PLAN AND THE ANNUAL STATUS REPORTS BE POSTED ON THE WEBSITE AND PROVIDED IN AN ACCESSIBLE FORMAT UPON REQUEST.

15. COMMUNICATIONS cont'd

8. THAT THE GAAC AND STAFF PREPARE AN INITIAL REPORT TO COUNCIL THAT WILL INCLUDE A SUMMARY OF THE INTEGRATED ACCESSIBILITY REGULATION AND ITS REQUIREMENTS; THE RECOMMENDATIONS TO COMPLY WITH THESE REQUIREMENTS (ABOVE); AND THE DRAFT MULTI-YEAR ACCESSIBILITY PLAN. THIS REPORT IS TO BE SUBMITTED TO COUNCIL AT THEIR TENTATIVE JULY 16TH, 2012 MEETING.
9. THAT THE GAAC AND STAFF PREPARE A FINAL REPORT TO COUNCIL THAT WILL INCLUDE THE FINAL MULTI- YEAR ACCESSIBILITY PLAN. THIS REPORT IS TO BE SUBMITTED TO COUNCIL IN THE FOURTH QUARTER OF 2012.

Carried.....

- 15.2.5 Lake Simcoe Region Conservation Authority requesting comments before the deadline of May 25th on the Draft Proposed Source Protection Plan and Explanatory Document.

Moved by Councillor Craig

Seconded by Councillor Smockum

RESOLUTION NO. CW-2012-0092

THAT CORRESPONDENCE FROM THE LAKE SIMCOE REGION CONSERVATION AUTHORITY REQUESTING COMMENTS BEFORE THE DEADLINE OF MAY 25TH ON THE DRAFT PROPOSED SOURCE PROTECTION PLAN AND EXPLANATORY DOCUMENT BE RECEIVED.

Carried.....

18. UNFINISHED BUSINESS:

None.

19. REGIONAL BUSINESS:

None.

20. MOTIONS:

None.

21. NOTICES OF MOTION:

None.

22. OTHER BUSINESS:

Direction was given to the Chief Administrative Officer to investigate the plan or procedure endorsed by the Township of Oro Medonte concerning reimbursement for ice rescues, to determine if there is an opportunity for the Town of Georgina to recover similar costs in similar circumstances, and report back to Council accordingly.

23. RECESS COMMITTEE OF THE WHOLE AND RESOLVE INTO CLOSED MEETING:

Moved by Councillor Craig

Seconded by Councillor Smockum

Be it resolved that the Committee of the Whole Meeting recess at this time (11:44 a.m.) and move into a closed meeting pursuant to Section 239 of The Municipal Act, 2001, as amended, to consider:

- i) Personal matter about an identifiable individual, Section 239 (2) (b), MA; a personnel matter
- ii) Security of the property of the municipality, Section 239 (2) (a), MA; delinquent lease payments

Carried.....

24. RISE AND REPORT FROM CLOSED MEETING:

The Committee Members arose from the Closed Meeting at this time (12:21 p.m.) with the following direction to staff:

- i) Personal matter about an identifiable individual, Section 239 (2) (b), MA; a personnel matter

Direction was given to staff to continue discussions.

- ii) Security of the property of the municipality, Section 239 (2) (a), MA; delinquent lease payments

Direction was given to staff to forward a letter on behalf of the municipality.

25. ADJOURNMENT:

Moved by Councillor Smockum

Seconded by Councillor Davison

That the meeting adjourn at this time (12:23 p.m.)

Carried.....