



**THE CORPORATION OF THE
TOWN OF MIDLAND**

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GENERAL COMMITTEE REPORT 2015-9

Report of the General Committee of Council Meeting held Monday, November 9, 2015, at 7:00 p.m. in the Municipal Office Council Chambers.

Present: Deputy Mayor M. Ross, Mayor G. McKay, Councillors J. Main, G. MacDonald, P. File*, G. Canning, J. Contin, and S. Strathearn

Regrets: Councillor C. Oschefski

Also Present: C. Tripp, Chief Administrative Officer
M. Villeneuve, Director of Finance/Treasurer
A. Fay, Director of Corporate Services/Clerk/Deputy CAO
S. Berriault, Director of Operations
S. Cooper, Marketing & Communications Coordinator.
P. Ryan, Fire Chief
K. Desroches, Deputy Clerk

*Arrived at 7:20 pm during consideration of Section B, Item #2.

DECLARATIONS OF PECUNIARY INTEREST

Councillor Contin declared a pecuniary interest with respect to Section B, Item 6, OP-2015-32 Proposed User Fees NSSRC & Parks/Harbour, as his spouse is employed by the Askennonnia Seniors Centre which rents space at the NSSRC.

SECTION A – FIRE / SPECIAL EVENTS, CULTURE AND TOURISM MATTERS
(Referred to the Chair, Deputy Mayor M. Ross)

1. 2016 Ontario 55+ Summer Games Update

Your Committee received as information a report dated October 30, 2015, from B. Peter, Games Manager.

2. PR-2015-30 Tourism and Special Events Report

Your Committee received as information a report dated November 9, 2015, from N. Major, Tourism and Special Events Manager, providing information regarding tourism and special events initiatives.

3. FS-2015-05 JT Chief Update

Your Committee received as information a report dated October 29, 2015, from P. Ryan, Fire Chief, regarding current and ongoing items to be reviewed within Midland Fire Service.

SECTION B – OPERATIONS / ENGINEERING MATTERS

(Referred to the Vice-Chair, Councillor J. Main)

1. OP-2015-28 Monthly Report on Waterworks October 2015

Your Committee received as information a report dated November 4, 2015, from J. Beauchamp, Compliance Officer, which included details on current water quality and production, distribution maintenance, training, and sample results for the month of October 2015.

2. OP-2015-29 Penetanguishene/Midland Transit Services Agreement Proposal

Your Committee reviewed a report dated November 4, 2015, from S. Berriault, Director of Operations, recommending that Council consider a By-law to enter into an Agreement with the Town of Penetanguishene for the operation of a Transit Service in the Town of Penetanguishene.

Your Committee deferred consideration of the matter to the November Council Meeting to allow additional time for members of Council and the Town of Penetanguishene to review the report and the related agreement.

3. OP-2015-30 Water and Sewer Rates Temporary Extension of Existing Rates

Your Committee reviewed a report dated November 4, 2015, from S. Berriault, Director of Operations.

Following review of the report, your Committee recommended:

That, further to Report OP-2015-30 dated November 4, 2015, the 2015 Water and Sewer rates be extended for a three month period (January, February and March, 2016) to permit the Consultants preparing the Water/Wastewater Rate Study additional time to finalize the rate study before they recommend new rates for the balance of 2016 and 2017.

4. OP-2015-31 Cook Drive/Ingram Crescent Trail

Your Committee reviewed a report dated November 4, 2015, from S. Berriault, Director of Operations.

Following review of the report, your Committee recommended:

That, further to Report OP-2015-31 dated November 4, 2015, Council defer the trail development of the 10 metre (33 feet) wide tract of land between the Cook Drive/Ingram Crescent properties.

5. Recreation fees - further information

Councillor Contin declared a pecuniary interest with respect to this matter as his spouse is employed by the Askennonnia Seniors Centre which rents space at the NSSRC, and vacated his seat.

Your Committee received as information an email dated October 27, 2015, from Mr. K. Cowie, regarding recreation fees related to the NSSRC and Midland Harbour.

6. OP-2015-32 Proposed User Fees NSSRC & Parks/Harbour

Having previously declared a pecuniary interest with respect to this matter, Councillor Contin remained absent from his seat.

Your Committee reviewed a report dated November 4, 2015, from S. Berriault, Director of Operations.

Following review of the report, staff was directed to bring forward By-law 2015-78 for user fees for 2016 for the North Simcoe Sports and Recreation Centre, Parks and Harbour facilities to the November Council Meeting for consideration.

Councillor Contin returned to his seat.

7. OP-2015-33 BIA Request for Garbage Bins Downtown with Advertising

Your Committee reviewed a report dated November 4, 2015, from S. Berriault, Director of Operations, recommending that Council provide direction with respect to the BIA request to place garbage bins with advertising on them in the Downtown Business Area.

Following review of the report, your Committee recommended:

That, further to Report OP-2015-33 dated November 4, 2015, permission be granted to the BIA to place garbage bins with advertising on them in the Downtown Business Area for a 2 year trial period;

And further that the BIA ensure that a removal clause be included within the agreement should the need arise.

8. ENG-2015-20 Traffic Control for Prospect Blvd, Jones Rd, MacDonald Rd and Beamish Rd

Your Committee reviewed a report dated November 4, 2015, from J. Galloway, Town Engineer.

Following review of the report, your Committee recommended:

That, further to Report ENG-2015-20 dated November 4, 2015, Traffic By-law 2008-58, Schedule V – Stop Signs, be amended to include the following stop conditions:

Column 1	Column 2	Column 3	Column 4
Intersection	Stop Condition	# of Signs	Location of Sign
Cook Drive & Simcoe Boulevard	Simcoe Boulevard	1	N
Penetanguishene Road & Hugel Avenue	Penetanguishene Road	1	N
Prospect Boulevard & Beamish Road	Prospect Boulevard & Beamish Road	2	W & N
Prospect Boulevard & Jones Road	Jones Road	1	S
Prospect Boulevard & MacDonald Road	MacDonald Road	2	N & S
Russ Howard Drive & Yonge Street	Russ Howard Drive	1	N
Shewfelt Crescent & Yonge Street	Shewfelt Crescent (east leg)	1	N

SECTION C – ADMINISTRATIVE MATTERS
(Referred to the Chair, Councillor J. Contin)

1. MC-2015-01 Social Media Policy

Your Committee reviewed a report dated November 4, 2015, from S. Cooper, Marketing & Communications Coordinator, recommending that Council receive as information the attached Social Media Policy; and further that staff be directed to enact the related policy.

Following a review of the report, your Committee recommended:

That, further to Report MC-2015-01 dated November 4, 2015, staff be directed to further investigate social media policies and processes with a report to be brought back to a future meeting;

And further that Council provide any comments or concerns respecting the proposed policy to the Marketing and Communications Coordinator for consideration.

2. MC-2015-02 Communications Plan

Your Committee reviewed a report dated November 6, 2015, from S. Cooper, Marketing & Communications Coordinator.

Following review of the report, your Committee recommended:

That, further to Report MC-2015-02 dated November 6, 2015, Council endorse the Communications Plan attached to Report MC-2015-02 as the Communications Plan for the Town of Midland;

And further that Council provide any comments regarding the Plan to the Marketing and Communications Coordinator for consideration with an update on the Plan to be brought forward to a future General Committee Meeting in approximately 6 months.

3. ML-2015-20 Municipal Law Enforcement Officer's Investigative Report – October 2015

Your Committee received as information a report dated November 5, 2015, from J. Reichheld, Municipal Law Enforcement Officer, providing an update on departmental operations and street parking meter revenue.

4. CL-2015-55 Treasure Day and Free Garage Sale Permit Weekend 2016

Your Committee reviewed a report dated November 2, 2015, from A. Fay, Director of Corporate Services/Clerk/Deputy CAO.

Following review of the report, your Committee recommended:

That, further to Report CL-2015-55 dated November 2, 2015, staff be directed to advertise for two Treasure Day Weekends being May 14 & 15 and October 1 & 2, 2016; and further that staff be directed to advertise the Free Garage Sale Permit Weekend on July 8, 9 and 10, 2016.

5. CL-2015-56 Municipal Office Hours – Christmas Break 2016

Your Committee reviewed a report dated November 2, 2015, from A. Fay, Director of Corporate Services/Clerk/Deputy CAO.

Following review of the report, your Committee recommended:

That, further to Report CL-2015-56 dated November 2, 2015, the Municipal Office be closed from noon on December 23, 2016 and reopening on January 3, 2017.

6. 2016 Council Committee Calendar

Your Committee reviewed the 2016 Council Meeting Calendar, following which your Committee recommended:

That Council herein approves the Council Committee Calendar for 2016.

7. Municipal Performance Dashboard

Mayor McKay provided an overview of the Municipal Performance Dashboard which is a work in progress that will be used as a guidance tool to assist in determining how the Town is progressing towards Council's strategic plan.

Following discussion on the matter, your Committee recommended:

That the Municipal Performance Dashboard template be amended to include the taxes per \$1,000 median household income for Midland, as well as the taxes per \$100,000 of assessed value, for benchmarking purposes;

And further that the revised template be forwarded to Council for adoption.

8. David C. Onley Award for Leadership in Accessibility

Your Committee reviewed a letter dated October 14, 2015, from Minister Brad Duguid, Ministry of Economic Development, Employment and Infrastructure, advising of the above award and requesting the nomination of a deserving individual.

Staff was directed to provide the correspondence to the Midland Accessibility Advisory Committee for consideration, and to post information regarding the award on the Town's social media and website.

9. Joint Municipal Ombudsman

Your Committee received as information a letter dated October 21, 2015, from Ms. B. Clark, Clerk, County of Simcoe, advising of their resolution authorizing staff to explore, in collaboration with County of Simcoe member municipalities, the establishment of a Joint Municipal Ombudsman.

10. Emergency Fire and Police Services

Your Committee reviewed a draft letter dated October 29, 2015, to the Honourable Yasir Naqvi, Minister of Community Safety and Correctional Services, from Mayor McKay, regarding increased costs for emergency fire and police services.

Your Committee directed staff to forward the letter to the Minister of Safety and Correctional Services.

SECTION D – OTHER BUSINESS

1. Midland Public Library – Report to Council

Your Committee received as information a report from B. Molesworth, CEO/Chief Librarian, providing an update on Library operations, activities and events for November 2015.

2. Live Streaming of Council / Committee Meetings

CAO Tripp advised that, as a follow up to Councillor Oschefski's suggestion, the Marketing and Communications Coordinator has been investigating options that would allow for the livestreaming of events that occur in the Town's Council Chambers. In addition to televising meetings on Rogers, livestreaming would increase the opportunities available to the public by providing access to Council meetings as they are occurring via the Town's website and/or social media. CAO Tripp advised that more information on this will be provided in the future.

3. SCDSB – School Naming Committee

The Clerk advised that a letter has been received from the Simcoe County District School Board advising of the establishment of a committee to determine a name for the new secondary school to be built in Midland, and inviting Council representation on the Committee.

Following consideration of the request , your Committee recommended:

That, further to a letter received November 5, 2015, from John Playford, Principal, Midland Secondary School, Deputy Mayor Mike Ross be appointed as Council's representative on the School Naming Committee.

4. Councillor Main raised a questioned regarding the status of the traffic calming study. CAO Tripp requested that Council provide a list of the areas in question and staff will prepare a report related to same.

Moved by G. MacDonald

Seconded by J. Main

**THAT this General Committee Meeting of Council adjourn at 9:54 p.m.
CARRIED.**

A. Fay, Director of Corporate Services/Clerk/Deputy CAO
