REGULAR MONTHLY COUNCIL MEETING
February 8, 2012
Approved Minutes

DATE: February 8, 2012
TIME: 7:30 p.m. - 8:33 p.m.
PLACE: Stratford Town Centre, 234 Shakespeare Drive

PRESENT: Deputy Mayor Gary Clow; Councillors Diane Griffin; Randy Cooper; Steve Ogden; Steve MacDonald; Robert Hughes, CAO; Joanne Weir, Assistant Recreation Director; Jeremy Crosby, Manager Public Works and Utility; Kim O'Connell, Manager of Finance and Administration; Vahid Ghomoshchi, Director of Planning, and Mary McAskill, Recording Clerk

REGRETS: Councillor Emile Gallant

CHAIR: Mayor David Dunphy

1. CALL TO ORDER
Mayor Dunphy called the Regular Monthly Council Meeting to order at 7:30 p.m. and welcomed those in attendance.

2. APPROVAL OF AGENDA
The agenda was approved as circulated.

3. MINUTES
It was moved by Councillor Steve Ogden and seconded by Councillor Randy Cooper that the January 11, 2012 Regular Monthly Council Meeting Minutes be approved as circulated.

4. BUSINESS ARISING FROM MINUTES
Nil

5. PRESENTATIONS FROM THE FLOOR
Kevin Jenkins - *Good evening Councillors, Mayor, staff, members of the media, Mr. MLA. Thank you for the opportunity to speak tonight. I am here very reluctantly tonight to try and set the record straight on my dad's recent building permit application. We were surprised to hear the term 'non-conforming' building used at last month's Council meeting. I asked Council the following day for some clarification on how or why the term non-conforming was used. I asked again a couple of weeks ago, but I haven't received a response yet. It is our position that the building certainly conforms to the bylaw in all respects; it conforms in height, it conforms in setbacks, it conforms in lot coverage, it conforms in architectural harmony to the surrounding buildings and property use. In short, it conforms. The extensive discussion at Council last month may have led the public to believe that dad received some special preferential treatment for his non-conforming application, but nothing could be further from the truth. Mom and dad are both deeply embarrassed by the very public*

'curfuffle' over what should have been a very straightforward 1125 square foot accessory building in a commercial zone for agricultural use. I feel some responsibility to them because based on my knowledge of the bylaw and design standards, I advised them that it would be a painless straight forward permit, so to mom and dad - sorry for leading you down that path. We have no problem with the bylaw, we think the bylaw is fine if it is interpreted and read correctly. If this application is read in the context of the bylaw - in the context of a 1125 square foot accessory building for an agricultural use in a commercial zone. We have no problem with the bylaw. No debate whatsoever. I think we made a reasonable request for some explanation and dialogue on this non-conforming nonsense, but I am obligated to try and clear their names publicly here tonight, since we haven't had any response or dialogue on this non-conforming issue. We continue to struggle to provide the documentation required to meet the 2010 National Building Code for this storage shed and we are looking at some other options outside the Town for this venture perhaps. Again, thank you for the opportunity to speak and my dad looks forward to some contact from Council in the near future.

Mayor Dunphy thanked Mr. Jenkins for his presentation and stated that we will get back to him with some reasoning for that terminology.

6. CARI REPORT

Included in the package for Council to review.

7. CORRESPONDENCE

Included in the package is a list of all correspondence sent and received since the last council meeting.

8. MAYOR'S REPORT

Included in the package for Council to review. Mayor Dunphy gave an overview of his report noting that since the last Council meeting he attended the following events and meetings:

- attended the re-launch of the transit system now named T3, along with Councillors Gallant, Ogden and staff members Robert Doug and Jeremy. This was a well attended function and there have been some improvements, so this will hopefully increase the ridership.
- attended the Committee of the Whole meeting.
- attended the Economic Development meeting.
  - A Communications and Branding Strategy sub-committee was formed and consists of Robert Hughes, Chris Jones and Mayor Dunphy. An RFP was issued and the subcommittee will review the submissions.
- attended the Diversity and Inclusion meeting.
  - attended the Stratford Culture Club Social.

- met with Sue Luo from China, who is now a resident of Stratford, regarding a new Canada and Chinese business newspaper that she will be launching soon.
- 2011 Census - our numbers went up more than 21% over the past five years and we are continuing to grow. Our numbers went up from 7083 in 2006 to 8574 in May of 2011. The number of dwellings units increased from 2896 to 3509, and the persons per dwelling unit remained the same from 2006 to 2011, and the trend provincially and nationally is decreasing, so that means we have a few more families in the Town and that is great.

Mayor Dunphy reminded everyone that Wednesday, February 29 is Pink Shirt Day and it is an anti-bullying initiative that our youth-can-do has taken the lead on, and the Town supports it and there will be a proclamation later in the agenda.

9. CHIEF ADMINISTRATIVE OFFICER

Included in the package for Council to review. Robert gave an overview of his report noting that they are still working on the Act Review Committee and it is going very well. He noted that committee is holding full day meetings every two weeks and we are now close to a revenue sharing agreement at the sub-committee level.

Robert reminded everyone of the joint presentation of the Regional Active Transportation Plan on February 22 with the three Councils (Stratford, Charlottetown, and Cornwall) and the Transportation and Infrastructure Renewal (TIR) representatives, as well as an 'Open House' in the evening for residents from 5:00 p.m. to 7:00 p.m.

Robert stated that we have made quite a bit of progress with Results Matter. He noted that our intern student Chris O'Keefe is now finished, but he did leave us with excellent baseline information on all of the measures for which we have data. Chris did a lot of great work for us and we appreciate it.

A resident survey will be ready to distribute in the next week or two. We will also be finalizing and distributing the business survey to determine the number of persons employed in Stratford. Once the survey work is complete, we will submit the final corporate plan, measures, and targets to Council for review and approval, and we will then officially launch the program.

It was noted that an RFP was issued for the Strategic Communication and Branding and it closes on February 9.

Councillor Ogden asked about the focus group that was formed since we last met, and Robert replied that as part of the resident survey that is being developed by Insight Marketing, a focus group was formed to test the survey to see how the questions would be received and any other issues we might have before we issue the survey publicly. There were some very good suggestions from the residents who were part of the focus group. Robert added that he will be meeting with the consultant tomorrow to go over the final draft of the survey.

For clarification purposes Mayor Dunphy asked Robert to explain the purpose of the survey and Robert stated that there are two parts to it. In our sustainable strategic performance management system, we have set ourselves 16 strategic goals and 38 key performance indicators (kpi's) which are designed to let us know if we are achieving our goals. A number of those performance indicators are what we would call soft data - do residents feel safe in the community, do residents feel healthy and well, what is the resident's perception and participation in the natural environment. We will repeat the survey every year and hopefully see the scores improve each year. This would tell us that we are going in the right direction and achieving our objectives. Robert added that when we issued the RFP, in addition to the repeatable questions, we included one part that allows for three additional questions on specific topics - if required.

10. PUBLIC WORKS

a) Report

Included in the package for Council to review. Councillor MacDonald gave a brief overview of the report.

Cotton Park Extension – we are currently collecting quotes for the construction of a small addition that the seniors have requested. This addition will be utilized mainly for additional storage at the Cotton Centre facility. The seniors have also agreed to contribute funds toward the completion of this project.

Municipal Maintenance Building – we are currently in the planning stages for the construction of a new bay attached to the existing building. We are planning to have the contract for construction tendered in the spring for construction during the summer months.

Active Transportation – Doug Murray and Jeremy Crosby have been working on the funding application for the completion of a section of the Trans Canada Trail through the Town. This application will be submitted early in March.

Road Paving Priorities 2012 – the Public Works Committee and staff are working with the Department of Transportation and Infrastructure Renewal on developing a list of roads to be repaired or resurfaced in 2012.

Town Hall Municipal Complex- the majority of the repair items identified in 2011 have been completed, with the exception of some minor deficiencies. Additional work is planned for 2012 which includes site grading/drainage issues, brick work, painting and roof repairs.

Maintenance staff has been busy doing general interior repairs and painting in all our municipal buildings prior to the busy spring maintenance period.

Councillor Ogden asked if we know which section of the Trans Canada Trail is going to be completed and Jeremy replied that the first section is going to go up Heron Drive to Shakespeare toward the Petro Canada. We plan on continuing on through a section of vacant land beyond Shakespeare and over behind the business park, and eventually to the outskirts of Town which will connect us to the existing Trans Canada Trail. Jeremy added that this will be a long term project, as a lot of that land has not yet been acquired.

11. STRATFORD UTILITY CORPORATION

a) Report

Included in the package for Council to review. Councillor Ogden noted that the Utility Corporation is working on the following initiatives:

Water Conservation Program – Jeremy Crosby, Kelley Arnold, Billy Ramsay and Doug Deacon have been working on the development of this program. The program will look at educating the public and providing incentive programs to encourage water conservation. We have also contacted Douglas McKenzie-Mohr of McKenzie-Mohr Associates. Mr. McKenzie-Mohr specializes in community-based social marketing aimed at working towards fostering sustainable behavior in communities. We have contracted him to help the Town of Stratford develop a successful Municipal Water Conservation Program.

Metering Trial Program - Prior to the Utility making a decision with regard to metering, the Utility Board would like to conduct a trial metering program. The Utility would like to collect accurate information from random homes and areas throughout the Town by collecting data from different styles of dwellings and occupancy. The data retrieved will allow the Utility to get a better concept of water consumption flows and usage within the Town. This will, in turn, allow for the establishment of accurate and fair rates.

Water Model – we are in the process of developing an RFP for the development of a workable water model for the Utility. This model will provide the Utility with an up-to-date computer simulation that will represent the current hydraulic performance of our municipal water system, along with future requirements and planning. It will also look at watermain sizing being large enough to deliver appropriate fire flows to the Town. This model will allow the Utility to look at our existing system and future requirements as we continue to develop the Town.

In addition to the above, the utility staff has been busy with the following items:

Waste Water Treatment Plant Maintenance – staff has replaced all of the UV bulbs in the

UV treatment building, which has greatly improved our effluent results. Staff is going to monitor the intensity of these lights and increase the frequency of replacement to ensure proper effluent quality.

General maintenance is being completed on all our water station buildings which include painting, piping inspection and repair and chlorine pump rebuilds.

Utility technician Jerry Villard has been looking at all the Maritime Electric Meter readings for our 27 sewer pumping stations to see if there are any issues with efficiencies of the pumping systems.

There were no major issues with the sanitary collection system or the water distribution system during the past month.

Mayor Dunphy asked if we have a timeline for the trial metering and Councillor Ogden replied that we want to collect some information in order to make a decision, so it may be sometime into the fall or possibly next year. We would like to have data from each season so we can see seasonal variations and fluctuations. We want to make sure we have a considered measured approach to this and that we do it in consultation with residents.

12. RECREATION AND ENVIRONMENT

a) Report

Included in the package for Council to review. Councillor Griffin gave a brief overview of the report noting that the second term of our fall/winter program schedule has resumed following the Christmas break. Some additional programs have been added and they include an after school arts and crafts program, an after school ball hockey program, and an introduction to fitness equipment.

The after school arts and crafts program is offered to youths in grades 1 to 3, and the GO PEI programs are being offered again, including healthy cooking classes in partnership with the Diversity and Inclusion Committee.

Staff has met to review the work plans for 2012, and there will be a wide host of programs, events, and service goals that are being pursued through strategic objectives and goals, and this all ties in with Results Matters.

The Stratford Minor Baseball Association is now planning off season training camps in the Town’s gymnasium and stage.

The Stratford Minor Basketball Association has been running a minor basketball program since late October. The league has 109 participants in four divisions and there are 11 participants in the New Tykes Basketball Program.

The Instructional Hockey Program is again being offered to youth who are not currently involved in a minor hockey program and enjoy playing and learning the game of hockey, and Cory Barlow has once again volunteered to run this program.

Councillor Griffin noted that our Annual Winter Carnival will be held February 22 to 26 and there will be a wide host of activities. Two new activities this year are snowshoeing and 'flavours of the world' which is being hosted by GO PEI. In total there will be 18 activities provided to residents during the carnival weekend.

Another big item for the Town this year is the hosting of the 'Stratfords of the World' from September 13 to September 19 and there will be many activities for Town residents to participate in.

Our Drama Program has 12 youth starting rehearsals for the production of Shakespeare's "Much Ado About Nothing" being held on March 10 and 11 in the youth room of the Robert Cotton Centre.

Councillor Griffin noted that there was a prom dress consignment sale on Friday, January 27 and 28 here at the Town Centre.

Councillor Griffin stated that the committee is working on a tree policy and will be bringing it forward to Council very soon. Trees are a very important component of our landscape and add a lot to the beauty of our Town.

Mayor Dunphy noted that the recreation department is a very active department and added that the prom dress consignment sale was a great idea.

Mayor Dunphy wanted to note that Cory Barlow has been looking after the instructional hockey program from day one and he does a great job and is a great volunteer.

13. FINANCE AND ADMINISTRATION

a) Councillor Cooper stated that the committee did not hold a meeting in January, but noted that there were many meetings held in December preparing the 2012 budget. He noted that staff is quite busy working on the year end.

Deputy Mayor Clow took a moment to congratulate Councillor Cooper on his presentation of the 2012 Town budget. He also congratulated Councillor Ogden on his presentation of the 2012 Utility budget. Mayor Dunphy would also like to thank the staff for creating the budget documents that we circulated to both the public and the media.

14. PLANNING AND HERITAGE

a) Report

Included in the package for Council to review. Deputy Mayor Clow took a moment to thank Councillor Griffin for chairing the January 23 meeting in his absence.

b) Permit Summary
Included in the package for Council to review.

c) <u>Resolution PH005-2012 Development Permit Fee Schedule C - Amendments</u>

Moved by Deputy Mayor Clow
Seconded by Councillor Diane Griffin

WHEREAS the Town's Building Bylaw, Bylaw #21 has been formally approved by Council in 2011, in order to provide building inspection services and enhance safe and quality development within the Town of Stratford; and

WHEREAS in order to account for part of the additional costs associated with the inspection services and to align the Development Permit fees closer to other municipalities in the province. The Planning Committee reviewed the current Development Permit Fee and recommended the proposed amendments,

BE IT RESOLVED that Council grant approval to amendments to the Development Permit Fees - Schedule "C" of the Zoning and Subdivision Control (Development) Bylaw as listed below:

SCHEDULE C Development Permit Fees - Amendments - February 8, 2012

RESIDENTIAL	**Current Rates**	**New Rates**
New/Additions/Renovations	\$ 0.15/ft² (Min. \$25.00)	\$ 0.20/ft² (Min. \$30.00)
Accessory Buildings / Structures	\$ 0.15/ft² (Min. \$25.00)	\$ 0.20/ft² (Min. \$30.00)
Decks/Fences/Pools	\$25.00	\$30.00
AGRICULTURAL		
New/Renovations/Additions	\$ 0.15/ft² (Min. \$25.00)	\$4.50/\$1,000 estimated cost (Min. \$100.00)
COMMERCIAL-INDUSTRIAL-INSTITUTIONAL- RECREATION		
New/Renovations/Additions	\$4.50/\$1,000 estimated cost (Min. \$100.00)	\$6.00/\$1,000 estimated cost (Min. \$100.00
SMALL WIND ENERGY SYSTEMS		
Micro 0 - 5 KW	\$50.00	
Small 5 - 30 KW	\$200.00 (Registry / Agreement Fee)	

Medium 30 - 100 KW	$300.00 (Registry / Agreement Fee)	
SUBDIVISION		
(six or more lots)	$250.00 plus $20.00 per lot	
(five or less lots)	$250.00	
Severance or Consolidation	$50.00	
Subdividing of Attached Buildings/Duplex Lot	$250.00	
GENERAL		
Signage	$2.00 sq. ft. (Min $50.00)	
Non-profit organizations	$100.00 (Max. Fee)	
Change of Use	Actual Cost (Min. $50.00)	
Moving or Demolition	$20.00	$30.00
Agreements (In-law/Cottage/Home Occupation/Bed & Breakfast	$150.00 (Includes registration)	
Agreements (Development/Subdivision)	$150.00 (Includes registration)	
Temporary Buildings/Structures/Signage	$50.00	
Fence over four (4) feet in height	$25.00	$30.00
Legal Zoning Inquiries	$50.00	
Renewal	$25.00	$30.00
RESIDENTIAL	**CURRENT RATES**	**NEW RATES**
OFFICIAL PLAN AND/OR DEVELOPMENT BYLAW		
Official Plan Amendment	$300.00	
Zoning Amendment	$300.00	
Conditional Use	$100.00	
Special Permit Use	$300.00	
Variance - Minor (not exceeding 10%) - Major (exceeding 10%)	$50.00 (after the fact $300.00) $300.00	
Comprehensive Development Plan Approval	$300.00	
PENALTIES		
Permit obtained after-the-fact	Double the fee (Min. $100.00)	
Compliance Order	$100.00	

Uncover Order	$100.00	
Stop Work Order	$250.00	
Repair/Demolition Order	$250.00	
PERMIT FEE DEPOSITS/REFUNDS		
A $75.00 non-refundable deposit is required for a Development Permit. This deposit shall be applied as a credit towards the Development Permit Fee. Development permit fees that are less than $75.00 must be paid at the time of application and are non-refundable.		

Discussion: It was noted that this resolution bears the recommendation of the Planning and Heritage Committee.

Question: **CARRIED**

15. COMMITTEE OF THE WHOLE

a) Resolution CW001-2012 Regional Aquatic Facility Board Appointment

Moved by Councillor Steve Ogden
Seconded by Diane Griffin

WHEREAS the Town of Stratford, through the agreement with Capital Area Recreation Inc. (CARI), must appoint a representative to the Board of Directors of CARI, a not for profit company that was created to design, construct and operate the regional aquatic facility; and

WHEREAS the Bylaws of the CARI were amended in 2010 to allow the members to appoint their representatives for whatever term they so choose; and

WHEREAS the Town's Recreation Director, Ron Fisher, has served as the Town's representative to the Board of Directors of CARI since 2009 and Ron is moving towards retirement.

BE IT RESOLVED that the Town's Assistant Recreation Director, Joanne Weir, be appointed to represent the Town's interest on the CARI Board until December 31, 2014.

Discussion: It was noted that this resolution bears the recommendation of the Committee of the Whole.

Question: **CARRIED**

16. SAFETY SERVICES

a) Report included in the package for Council to review. In Councillor Gallant's absence Councillor Ogden gave a brief overview of the report. He noted that there was some discussion regarding signage for Stratford, especially from the Charlottetown side leading to Stratford and staff is checking with the province to see what the standards are for directional signage.

There was also some discussion regarding the delays in getting criminal record checks. Councillor Ogden noted that it is causing some problems for volunteer organizations, and we are following up to see if there is anything that can be done to reduce the delays.

Councillor Ogden noted that there was a safety issue identified at Woodland and Keppoch due to the growth of trees. The trees have been cut back, but there are still some issues, so staff is following up with the province to see what can be done to resolve the issue.

Citizens on Patrol attended the meeting and gave a presentation. Harry McLellan noted that he was very pleased with the awards event and the coverage it received from the media.

The transit ridership is down a bit, but it is too early to know if the re-launch has had any impact on the ridership.

Councillor Ogden noted that there were some speeding and traffic calming issues discussed. He noted that Councillor Gallant will be convening the Traffic Safety Committee to present the report that was done by Norma Moores of the IBI Group. The report will then be presented at the next Safety Services meeting.

b) Street Light Report
No Report

c) RCMP Report
No Regular RCMP Report - Councillor Ogden noted that the RCMP prepared a report of the 911 calls they received in November and December of 2011 and that report was presented at the last Committee of the Whole meeting. Robert noted that he will follow-up to find out why we didn't receive our regular monthly report.

d) Humane Society Report
The Humane Society report for the month of January 2011was included in the package.

e) Transit Report
No Report

f) Fire Company Report
Councillor Ogden stated that there has been a consultant hired to assess the needs of the fire company. Mayor Dunphy noted that the results on the consultant's report may have a positive impact for our residents with potential savings on their insurance.

g) <u>Resolution SS01-2012 - Appointment of Directors to the Cross Roads Rural Community Fire Company</u>

Moved by Councillor Steve Ogden
Seconded by Deputy Mayor Clow

WHEREAS the Town of Stratford has a right and responsibility to appoint seven members to the Board of Directors of the Crossroads Rural Community Fire Company; and

WHEREAS it is desirable to have new persons appointed each year to represent the Town on the Fire Company Board.

BE IT RESOLVED that the following persons be appointed to serve on the Board of Directors of the Cross Roads Rural Community Fire Company for the year 2012.

Town Council Representative:
- Councillor Emile Gallant

Community Representatives:
- Clair Jenkins
- David Milligan
- David Swan
- David Panton
- Cynthia Chugg
- Derek Smith

BE IT FURTHER RESOLVED that at least two new members be appointed each year to represent the Town on the Crossroads Rural Community Fire Company Board of Directors beginning in 2013.

Discussion: It was noted that this resolution bears the recommendation of the Safety Services Committee.
Question: **CARRIED**

17. <u>ECONOMIC DEVELOPMENT</u>

a) Report

Included in the package for Council to review. Mayor Dunphy highlighted his report noting that there is an RFP out for branding, engagement and communication for the Town. This is to help us improve our communication with the residents and the media, as well as developing a Stratford Brand. Mayor Dunphy noted that a sub-committee has been set up to review the RFP's and members of the sub-committee include himself, Robert Hughes, and Chris Jones who is a member of the Economic Development Committee.

Mayor Dunphy noted that we are working on a promotional brochure that will be given to prospective business owners who want to locate in the Town. We are doing this as a means of promoting Stratford as a place to do business.

It was noted that Doug Deacon and Robert Hughes are working on a business survey for Stratford businesses. The goal is to update our business directory, as well as solicit feedback from Town businesses regarding any issues they may have, to see if there is anything else the Town can do to help support them.

Mayor Dunphy noted that we are sponsoring the PEI Connectors Program that was launched by the Chamber of Commerce in the spring of 2011 to help new Islanders who want to own, operate or invest in a business in PEI, to partner with established members of the Island business community. The Town has an opportunity to meet with potential new business owners and to promote Stratford as a good location for new businesses.

Diversity and Inclusion Committee
Mayor Dunphy noted that the Diversity and Inclusion Sub-Committee met last month, and we are working on some welcome packages for our immigrants. He noted that one of the things we face is the language issue, so we are trying to address this with the materials we are preparing to suit the needs of immigrants. Mayor Dunphy noted that the our homepage of our website does have a welcome message in different languages.

It was noted that the Diversity and Inclusion Committee is having an event called 'Stratford Culture Club.' It is a casual social setting for newcomers to Stratford. Everyone is welcome and it is being held on Wednesday, February 15 at 7:00 p.m. at the Town Centre.

Mayor Dunphy noted that on March 21 at 12:00 noon there will be a special event to recognize *International Day for the Elimination of Racial Discrimination* and our special guest speaker will be Dr. Godfrey Baldacchino, Professor and Canada Research Chair in Island Studies at UPEI. Mayor Dunphy added that everyone is welcome to attend.

18. HUMAN RESOURCES
No Report

19. OTHER COMMITTEES
a) Stratford Seniors Complex
No Report - The next meeting will be held on Thursday, February 9, 2012.

20. PROCLAMATIONS

Whereas: *Pink Shirt Day was originally started as a protest by David Shepherd and Travis Price against a bullying incident at a high school in Nova Scotia. The story garnered international attention and cities and towns around the world are now hosting Pink Shirt Days of their own; and*

Whereas: *the Town of Stratford proudly joins those towns and cities in their efforts to stop bullying.*

Therefore, Be it Resolved *I David Dunphy, Mayor of Stratford, do hereby proclaim February 29, 2012 as Pink Shirt Day in the Town of Stratford.*

In Witness, Whereof: *I have set my hand and caused the seal of the Town of Stratford to be affixed hereto.*

21. OTHER BUSINESS

Nil

22. ADJOURNMENT

There being no further business the meeting adjourned at 8:33 p.m.

David Dunphy, Mayor

Robert Hughes, CAO