

REGULAR MONTHLY COUNCIL MEETING
March 14, 2012
Approved Minutes

DATE: March 14, 2012
TIME: 7:30 p.m. - 9:19 p.m.
PLACE: Stratford Town Centre, 234 Shakespeare Drive

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

REGRETS: Diane Griffin

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 Deputy Mayor Gary Clow and seconded by Councillor Randy Cooper that the February 8, 2012 Regular Monthly Council Meeting Minutes be approved as circulated.

4. BUSINESS ARISING FROM MINUTES

Councillor Ogden stated that he would like to apologize for the misinformation he provided at the last meeting regarding a contract that the Town has entered into. He noted that the information he wanted to put forward was that the Town entered into a contract with a consultant for advice regarding water conservation. He noted that it is a small contract - \$3,600, and the consultant was hired as a social marketing expert, who also happens to have the credentials of a psychologist. The consultant has a great track record in water conservation and in the environmental field, and he has provided good results for other jurisdictions. Councillor Ogden added that he feels it is money well spent and he supports it, as it has the potential to save a lot of money for the Town, and he just wanted to take the opportunity to clear the record on the issue.

5. PRESENTATIONS FROM THE FLOOR

Kevin Jenkins - Mr. Jenkins noted that in contrast and fairness this presentation is in favour of Council tonight. I have been following the discussion in the media about the conversion of tax credits to grants and the recent reduction of grants to the Town. Those of you who were around the table in 2008 remember that it was quite an issue for us. At the time there

wasn't a big fiscal impact to the Town, but we commissioned a study from a local reputable gentleman from the Town who prepared a study for us to indicate the long term impacts of the change to tax credits. It was a good report, and I think an accurate report. It was discounted at the time as nonsense by some parties, but I think if you go back and look at the report, it very accurately predicated what is happening now. In fact, exactly what we said would happen in 2008 is happening now. Grants are very subject to reductions and increases because they are not tied to the tax base like the tax credit was. I am following the story with great empathy and it is a difficult concept to get across to the media. It is a difficult concept to understand for the layperson, let alone the media or even an accounting professional. It is also a difficult issue to get across to the taxpayer. As a taxpayer my taxes aren't changing - it is the split between the province and the municipality that is changing, so as a taxpayer it is difficult for me to get involved in the process or to understand the process, or to have much empathy for Council in the process. I understand what you are going through, and you have my empathy and support if needed.

Mayor Dunphy thanked Mr. Jenkins for his presentation and noted that he agrees with all of the points made by Mr. Jenkins adding that the hardest thing is to explain exactly what is taking place.

He also noted that we have been have some good discussions on more equitable sharing arrangements, and it is unfortunate that this has happened right in the middle of the discussions. However, we will continue to work on that front and see where that takes us.

6. CARI REPORT

No Report.

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 took a moment to welcome the Stratford Culture Club members who are in attendance.

Mayor Dunphy gave an overview of his report noting that since the last Council meeting he attended the following events and meetings:

- along with Kim O'Connell, met with Danny Redmond of Community Services and Seniors, Province of PEI, to discuss affordable housing for seniors and the disabled.
- the Stratford Culture Club had their inaugural meeting and it was a great success with about 30 newcomers attending. The goal of the Stratford Culture Club is to create social support for newcomers to Stratford.
- attended the Charlottetown Christian Council roundtable discussion with political and community leaders on the topic of affordable housing.
- attended the economic development 'Branding and Communications' sub-committee meeting to evaluate the RFP responses to our tender.

- along with Billy Ramsay, attended Stonepark's grade 9 Science Fair where the topic was water and water conservation. Also attended the Stratford Elementary School Science Fair - great projects!
- attended the Regional Active Transportation Open House for Charlottetown, Stratford and Cornwall.
- attended the Chamber of Commerce Stratford Business Mixer at Phinleys.
- attended many winter carnival events. Very successful winter carnival.
- along with Mayor Lee, Mayor Stewart and Mayor Coffin, as well as Deputy Mayor Frizzell from Cornwall, met with Minister Wes Sheridan (Municipal Act Steering Committee) to discuss the progress of the new Municipal Act that will hopefully be coming into effect in the fall. At that same meeting we were informed of the 3 and 5 % cuts to our municipal grants.
- along with Joe Killorn and members of the Stratford Youth-Can-Do appeared on CBC's Compass with Boomer to promote Stratford's *Wear Pink Shirt Day - February 29* to promote anti-bullying. Mayor Dunphy noted that he also attended an assembly on anti-bullying at Stratford Elementary School.

Mayor Dunphy noted that on March 21, 2012 at 12 noon, a special event organized by our Diversity and Inclusion Committee will be held to recognize the ***International Day for the Elimination of Racial Discrimination***. The guest speaker will be Dr. Godfrey Baldacchino, Professor and Canada Research Chair in Island Studies at UPEI. He noted that East Link TV will be on hand to tape the event and it will be broadcast at a later date.

9. **CHIEF ADMINISTRATIVE OFFICER**

Act Review and Revenue Sharing Sub-Committees - Included in the package for Council to review. In the CAO's absence, Jeremy Crosby, Acting CAO gave a brief overview of the report noting that for the past month Robert has been working on the Act Review and Revenue Sharing Sub-Committees and things have been going relatively well, although they have run into a few road blocks, they are still working toward something tangible.

Regional Active Transportation Plan - The final report has been submitted by the consultant following the final open houses and joint presentation to the Councils and TIR representatives. It will now be up to each partner to endorse the report.

Sustainable Stratford - Results Matter - The resident survey was launched last week with the distribution of the media releases and the mass email notification and all households will be receive a print copy of the survey.

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. The building permit has been submitted and construction should begin late spring or early summer.

Bike Lanes, Sidewalks and Trails - staff has identified several areas where the shoulder areas of the road can be paved for bike lanes. The section of sidewalk that the town is looking to complete this year is located on the Keppoch Road from Sky Lane to Bonavista Avenue. This project is dependent on the Department of Transportation and Infrastructure Renewal agreeing to infill the ditches in this area. We are also looking at several trail extension areas throughout the Town.

Municipal Maintenance Building - the plans for the addition to the building are being prepared by Coles Associates and construction should begin by mid-summer.

Road Paving Priorities for 2012 - a list of paving priorities has been submitted to TIR for their consideration.

Councillor MacDonald noted that staff continues to be busy with general interior repairs and painting of our municipal buildings prior to the busy spring maintenance period.

11. STRATFORD UTILITY CORPORATION

a) Report

Included in the package for Council to review. Councillor Ogden noted that the Utility Corporation continues to work on the following items:

- continuing to work on a water conservation program
- development of a trial metering program to gather data to make sure our rates are sustainable
- water model
- waste water masterplan
- wellfield development; and
- review of the overall servicing plan for the Town

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

- waste water treatment plant maintenance
- pumping station maintenance
- painting and maintenance of water stations
- scheduled water sampling; and
- emergency call outs as they occur

Councillor Ogden noted that there was one emergency call out for a sewer blockage and the issue was dealt with quickly and there was no damage. He also noted that there were no major issues with the sanitary collection system or the water distribution system during the past month.

12. RECREATION AND ENVIRONMENT**a) Report**

Included in the package for Council to review. Councillor MacDonald noted that he was unable to attend the last meeting and asked assistant recreation director Joanne Weir to give a brief report.

Joanne noted that the winter carnival was a great success. She stated that more than 400 people attended the *Celebration of Life* event and overall it was a great winter carnival.

It was noted that the gymnasium is being well used with more than 200 people per day using the facility.

Joanne noted that minor basketball held their jamboree on March 10 and it was very well attended.

Youth-Can-Do held their play *Much Ado About Nothing* this past weekend and fun was had by all.

Councillor Cooper stated that he was out of province the weekend of the winter carnival, but he did hear from people that the whole carnival was a great event, and congratulated Joanne and her staff for a job well done.

b) Resolution R&EC001-2012 - Parks, Playing Fields and Facilities Use Policy

Moved by Councillor Steve MacDonald

Seconded by Councillor Steve Ogden

WHEREAS the Town of Stratford owns and operates parks, playing fields and facilities which are available to the public for their use; and

WHEREAS groups and individuals who want to use parks, playing fields and facilities, must make application and obtain permission in accordance with the Parks, Playing Fields and Facilities Use Policy; and

WHEREAS groups and individuals are classified as user group - priority; user group - non priority; and non-user group; and

WHEREAS user group - priority represents service clubs based in the Town of Stratford; user group- non priority represents service clubs not based in the Town of Stratford; and, non-user group which represents a body or person who is any other group or person not included in the user group categories; and

WHEREAS the recreation department is receiving more requests from outside

organization to use our playing fields, therefore the committee agreed to amend the policy to include outside users.

BE IT RESOLVED that the policy No. R&EC 001-2012 Parks, Playing Fields and Facilities Use Policy be hereby amended by adding the following clause:

5 d) Playing Fields Rentals Rates (soccer fields, ball fields, cricket field, tennis courts, etc). For any group or individual which fall under the Non-User Group category, the rental fees are as follows:

- a. A charge of \$25.00 per hour use be applied. In addition a damage deposit of \$200.00 is required. All fees to be paid in advance.
- b. All keys if needed must be returned on the first working day following the rental. A \$50.00 charge will be levied for lost keys.
- c. All fees are due and payable in advance and all rental rates include GST.

Discussion: It was noted that this resolution bears the recommendation of the Recreation and Environment Committee.

Question: **CARRIED**

c) Resolution R&EC002-2012 Subsidy Policy

Moved by Councillor Steve MacDonald

Seconded by Councillor Randy Cooper

Subsidy Definition - The Recreation and Environment Committee defines subsidy as monetary assistance provided to a person or group that reduces enrolment costs of those participating in a recreation program.

WHEREAS the Town of Stratford does not currently offer sport and recreation activity subsidies; and

WHEREAS the Town of Stratford recognizes that the recreation department provides programs directly or in partnership with many sport, social, cultural and special event programs each year; and

WHEREAS it would be discriminatory to favour one program over others; and

WHEREAS if the Town were to arrange a subsidy policy for all recreational programs costs would appear to be too much to bear, as the recreation department serves more than 3000 participants in programs each year.

BE IT RESOLVED that approval be granted to policy R&E002-2012 - Subsidy Policy which states that the Town of Stratford will not offer a subsidy for any sporting program offered inside or outside the Town.

Discussion: This resolution bears the recommendation of the Recreation and Environment Committee.

Councillor Cooper stated that we do put a lot forth to community groups and sporting groups in terms of infrastructure, and he thinks that the recreation department is moving in the right direction by putting this policy in place.

Question: **CARRIED**

13. **FINANCE AND ADMINISTRATION**

a) Report

Included in the package for Council to review. Councillor Cooper gave a brief overview of the report noting that the audit is currently underway and we should be receiving preliminary statements within the next week or two. We will then meet with the auditors to have the statements finalized.

b) Financial Statements

Included in the package for Council to review. Councillor Cooper stated that we are showing a healthy surplus of just under \$90,000 at the present time. However, he also noted that \$50,000 will be deducted this year from the grant the Town receives from the province. Councillor Cooper noted that after much discussion, we came out with a solid budget. The budget was approved at the January Council meeting and we do not plan on changing it. We have made commitments to the residents of Stratford and various groups and we will keep those commitments.

Councillor Ogden asked if when we are talking about surplus - are we talking about debt reduction, and Councillor Cooper replied that we still have the debt reduction target of 4% or more and we have surpassed that in the past five years and possibly longer. However, this is something that we will have to look at once the books are audited at the end of this year. Councillor Ogden had one further comment in regards to the terminology used regarding the municipal grant - it is money that was formerly collected on the Town's behalf by the province and given back to the Town, and Councillor Cooper replied that is correct and it is called *the Municipalities Service Grant*. Councillor Ogden stated that what is not really well understood by the public is that this is money that was collected on our behalf for services that the Town of Stratford provides and was formally a part of a revenue sharing agreement that was changed to a grant. This means we can't plan or budget with a grant. Councillor Cooper agreed noting that the grant has not grown with the Town's growth.

14. PLANNING AND HERITAGE**a) Report**

Included in the package for Council to review. Deputy Mayor Clow stated that an RFP was tendered for a housing demand study, and a background study on affordable housing for seniors. He noted that the proposals will be reviewed this week.

Deputy Mayor Clow noted that the planning department is in the process of starting the Official Plan Review and this project will take approximately 18 months. There will be further discussion on this item at the Committee of the Whole meeting.

b) Permit Summary

Included in the package for Council to review.

c) Resolution PH006-2012 Kinlock Creek Phase 2 - Open Space Amendment

Moved by Deputy Mayor Gary Clow

Seconded by Councillor Emile Gallant

WHEREAS a new proposal has been submitted to the Town by the developer Gary MacLeod to revise the Kinlock Creek subdivision Phase 2 concept plan attached to this resolution; and

WHEREAS the proposed plan offers a new location for the future public road to Meader's property parcel no. 654962 through the land which was originally designated as the location of a lift station of the sewer system; and

WHEREAS the approximate size of the proposed land is 11,000 sq feet and in the opinion of the director of recreation, due to the size, is not suitable for a parkland; and

WHEREAS the developer offers to pay \$20,000 to the Town of Stratford in lieu of almost one third of the proposed land and requests to designate this land as a reserved area for a future public road and open space.

BE IT RESOLVED that approval is granted to Mr. Gary MacLeod's proposal to pay \$20,000 to the Town in lieu of the proposed land which will be deeded to the Town and be designated as a reserved area for future public access and open space. This approval will also enable the developer to create lot no.105 in the revised plan attached to this resolution.

Discussion: It was noted that this resolution bears the recommendation of the Planning and Heritage Committee. With the aid of the overhead projector Vahid explained the new proposal.

Question: **CARRIED**

d) Resolution PH007-2012 - Jamie Rix One Lot Subdivision Radcliffe Drive

Moved by Deputy Mayor Gary Clow

Seconded by Councillor Steve Ogden

WHEREAS in December 2011 a new application was submitted to the Town by Mr. Rix to subdivide his existing residential property, PID 584631, into two lots around the cul-de-sac off Radcliffe Drive; and

WHEREAS pursuing Section 25.4 “Changes to Existing Lot” of the Development Bylaw on December 12, 2011 a letter was sent to the neighbouring property owners consulting with them on the proposed subdivision and asking to provide written comments and/or concerns to the Planning Department; and

WHEREAS after reviewing a few letters which have been received to the Town no legitimate issues or concerns were identified; and

WHEREAS this infill development proposal would neither change the character of the existing neighbourhood nor have detrimental effects on neighbouring properties; and

WHEREAS the developer is also offering to convey the ownership of the existing 200 foot walkway (easement no. 3 connecting the Cal-de-Sac to the public open space) to the Town of Stratford;

BE IT RESOLVED that approval is granted to Mr. Jamie Rix’s application to subdivide parcel number 584631 and create a new single family dwelling lot. The developer shall convey ownership of the existing easement no. 3 between the Cul-de-Sac and public open space to the Town of Stratford.

Discussion: It was noted that this resolution bears the recommendation of the Planning and Heritage Committee. With the aid of the overhead projector Vahid explained the new proposal.

Question: **CARRIED**

e) Resolution PH008-2012 - VA001-12-Flanking Side Yard Variance Lot #1 and #13 Strathearn Cove Subdivision

Moved by Deputy Mayor Clow

Seconded by Councillor Randy Cooper

WHEREAS the Town has recently received an application from Dico Reijers to build a new Single Family Dwelling on Lot #13 within the new Strathearn Cove Subdivision; and

WHEREAS the Town's Development Bylaw requires a minimum of 50 foot Flankage Yard in the Single Family Residential Large Zone (R1-L); and

WHEREAS by applying this 50 foot setback requirement, almost 50% of the lot on the flankage side becomes unbuildable which creates hardship to the landowner to build his proposed home; and

WHEREAS the planning department staff has reviewed this issue and are suggesting that a flanking side yard variance of 33 feet (or 66%) shall be applied to lot #1 and Lot #13 resulting in a 17 foot flanking side yard; and

WHEREAS this variance would not change the existing character of the subdivision and would put the flankage yard of these 2 lots in line with the R1 zone requirement of 17 feet.

BE IT RESOLVED that approval be granted for a flankage yard variance to lot #1 and lot #13 of 33 feet (or 66%) to the minimum flanking side yard requirement of 50 feet within the Single Family Residential Large Zone (R1-L). This variance will therefore reduce the flanking side yard requirement from 50 feet to 17 feet which matches the current requirement within the Single Family Residential Zone (R1).

Discussion: It was noted that this resolution bears the recommendation of the Planning and Heritage Committee. With the aid of the overhead projector Vahid explained the new proposal.

Question: **CARRIED**

15. **COMMITTEE OF THE WHOLE**
Nil

16. **SAFETY SERVICES**

a) Report included in the package for Council to review.

b) **Street Light Report**

No Report

c) **RCMP Report**

The RCMP report for the month of February was included in the package. Staff Sgt. Murphy attended the meeting to discuss the 2012 priorities, and he will also attend the next Committee of the Whole for further discussion.

Councillor Gallant stated that in regards to the Traffic Safety Committee, we will be finalizing the report in early April, and will then set a date for an open house to present the final report.

d) Humane Society Report

The Humane Society report for the month of February was included in the package.

e) Transit Report

Included in the package. Councillor Gallant noted that there is still some adjusting to be done. They are finding the 20 minute runs very tight and may need to go back to 30 minutes. We also had a good discussion on the maintenance of the shelters - especially snow clearing. The online schedule was discussed and it was noted that we want to make it as easy as possible for the riders. Councillor Ogden stated that he is looking forward to seeing the marketing campaign as he feels it will make a difference.

f) Fire Company Report

Councillor Gallant stated that the fire company met on Monday, March 12 and we received a copy of the Fire Protection Review that was requested by the fire department in partnership with the Town, but we have not had a chance to go through it yet. An electronic copy of the review will be emailed to all of Council. Councillor Gallant also made a recommendation that Council meet with the fire company, as we are about 75% of the area they serve.

17. ECONOMIC DEVELOPMENT**a) Report**

Included in the package for Council to review. Mayor Dunphy highlighted his report noting that the biggest issue we have been dealing with is strategic communication and branding. A good example of a good communication is when we passed our budget, and we had information readily available for the media and our residents, and it was also added to our website. We want to improve communications with residents and with the media and tell them about all the things that are happening in Stratford.

Mayor Dunphy stated that we put out an RFP for the strategic communication and branding project and we received five submissions. After reviewing the submissions received the sub-committee's recommendation was the Sharp Group.

b) Resolution ED001-2012 - Strategic Communication and Branding RFP Award

Moved by Mayor David Dunphy

Seconded by Deputy Mayor Clow

WHEREAS proposals were called for the development of a Strategic Communication Strategy and/or Brand Strategy for the Town; and

WHEREAS all of the firms responding chose to bid on both projects as one project and the following proposals were received:

Firm	Price
Spry Consulting	\$14,637 including expenses and taxes
Campbell Webster	\$15,000 plus taxes
Insight Marketing	\$13,700 plus expenses and taxes
The Sharp Group	\$14,878 including PST and expenses - GST extra

AND WHEREAS the proposals were reviewed by a committee made up of Mayor David Dunphy, Economic Development Committee member Chris Jones and Robert Hughes, CAO; and

WHEREAS the proposal submitted by the Sharp Group was selected as the proposal that best meets the requirements set forth in the RFP as per the attached rating table.

BE IT RESOLVED that award of the contract to the Sharp Group develop a strategic communication strategy and strategic brand be hereby confirmed in the amount of \$14,878 plus plus GST.

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

Mayor Dunphy explained that in terms of the ratings, the Sharp Group was rated a total 96 points, and the next closest was Insight Marketing at 93.3 points.

Question: **CARRIED**

18. HUMAN RESOURCES

No Report

19. OTHER COMMITTEES

a) Stratford Seniors Complex

Report included in the package for Council to review.

20. PROCLAMATIONS

Nil

21. OTHER BUSINESS

Nil

22. ADJOURNMENT

There being no further business the meeting adjourned at 9:15 p.m.

David Dunphy, Mayor

Jeremy Crosby, Acting CAO