

REGULAR MONTHLY COUNCIL MEETING

May 9, 2018

Approved Minutes

DATE: May 9, 2017
TIME: 7:32 p.m. – 9:22 p.m.
PLACE: Stratford Town Centre, 234 Shakespeare Drive

PRESENT: Deputy Mayor Randy Cooper; Councillors Gail MacDonald; Jody Jackson; Gary Clow; Steve Ogden; Keith MacLean; Robert Hughes; CAO; Jeremy Crosby, Director of Infrastructure; Kim O’Connell, Director of Finance and Technology; Kevin Reynolds, Director of Planning, Development and Heritage; Joanne Weir, Director of Recreation; Wendy Watts, Community Engagement Coordinator; and Mary McAskill, Recording Clerk.

REGRETS: Nil

CHAIR: Mayor David Dunphy

1. CALL TO ORDER

Mayor David Dunphy called the Regular Monthly Council Meeting to order at 7:32 p.m. and welcomed those in attendance. He gave a special welcome to Mr. Kevin Lewis who is in attendance to receive the Brown and Hood Heritage Award.

2. APPROVAL OF THE AGENDA

It was moved by Deputy Mayor Cooper and seconded by Councillor Gail MacDonald that the agenda be approved as circulated. Motion Carried.

3. MINUTES

It was moved by Councillor Gary Clow and seconded by Councillor Steve Ogden that the Regular Monthly Meeting Minutes of April 11, 2018 be approved as presented. Motion Carried.

4. BUSINESS ARISING FROM MINUTES

Nil

5. PRESENTATIONS FROM THE FLOOR

Presentation of the Stratford Heritage Award to Kevin Lewis.

Mayor Dunphy noted that the Town of Stratford’s Heritage Committee has an annual award called the Brown and Hood Heritage Award, and this year it will go to Mr. Kevin Lewis.

Mayor Dunphy stated that what he is about to read is written in the first person by the person who nominated Mr. Lewis for the award.

In the summer of 2009, the Town of Stratford acquired eight bus shelters in connection with the recently begun bus service. Passing a number of these shelters daily, I noticed the advertisement space that at the time was largely unutilized. I thought the space would be a terrific spot to feature the Town's Veterans, in a similar way to the banners that had been in recent years displayed at the Town Hall. As chair of the Town's Heritage Committee, I brought my idea forward to the committee meeting on September 22, 2009. Having received a positive response from committee members, the next morning I phoned Trius Bus Service which eventually put me in contact with Kevin Lewis, the head of Pinnacle Marketing Group. I pitched my idea to Kevin and he was immediately on board. We discussed the cost for poster production and installation. At the time, given the short time frame leading up to Remembrance Day – all he could offer was the unused display space, but this was provided without cost. Kevin went the extra mile and contacted all the companies that were renting advertisement space and convinced them to donate the space that they were paying for in order to display our veterans – a program Kevin coined the *Stratford Heroes*.

The first year of the display generated a lot of media attention and positive publicity for the Town. Every subsequent year Kevin would reach out to me and state that it was his honour to be part of the program for another year. Kevin Lewis has now made it a point to inform all his advertising clients that three weeks in November will be set aside for the display of the Stratford Heroes in all of the Town's bus shelters.

The contribution to the Town is not insignificant. For the past nine years all 16 advertisement spaces have been turned over to the Stratford Heroes representing the First and Second World Wars, the Korean Conflict, United Nations Peace Keeping, and Afghanistan Missions. The posters have also featured both men and women from all branches of service, including army, navy, air force, and the Merchant Marines.

The 2017 invoice for this project identifies the cost of rental in the amount of \$3000. This is followed by the discount to the Town of 100%. The value to the Town's heritage over the last nine years would be more than \$20,000 if measured monetarily, but the true value of the program and the support of Kevin Lewis is even greater.

Mayor Dunphy - It is with pleasure that I award the Town of Stratford's Brown and Hood Heritage Award to Mr. Kevin Lewis.

At this time the award was presented to Mr. Lewis and photos were taken.

Mayor Dunphy invited Mr. Lewis to say a few words.

Mr. Lewis - I have an inkling of who my nominator was and I would like to thank him very much. It has always been a pleasure to participate. I did jump on board right away as it was an excellent idea. It is a great way to take Town Hall projects into the Town. It has been very well organized by the Town in terms of selection of the veterans and the placement. I am happy to see the new faces each year. The first time a poster of a woman went up, and then Dean Gillis from the Afghan War, and Jim Ayres with his pictures from four branches of service. It is amazing, and as I am putting them up people are coming out to see them and sharing their stories. A high school friend of mine is one of the veterans and one of the Stratford Heroes being featured on one of the posters. I see her every year and she asks me every year if I know where he father is going to be posted. It has been a great pleasure and I am very grateful for this award from the Town and for the initiative of my nominator.

Mayor Dunphy thanked Mr. Lewis and noted that from the feedback he receives every year it is just a tremendous success. It is a great way to share with the community what we are doing at the Town.

6. CARI REPORT

No Report

7. CORRESPONDENCE

A list of all correspondence sent and received since the last Council meeting was included in the meeting package.

8. MAYOR'S REPORT

Following is a list of meetings and events attended by the Mayor since the last Council meeting:

- Attended a public schools branch meeting regarding overcrowding at Charlottetown area schools
- Attended the Stratford and Area Watershed Improvement Group Annual Meeting
- Along with CAO Robert Hughes met with some potential newcomers to PEI who are applying to Immigration Canada to move to PEI and wish to establish a business in Stratford
- Along with CAO Robert Hughes attended a Municipal Population and Economic Planning Session with a focus on immigration organized by PEI Association of Newcomers
- Attended Lillian MacVicar's 100th birthday celebration at Andrews of Stratford
- Attended the Federation of PEI Municipalities Annual Meeting in Cornwall
- Along with the Deputy Mayor, the CAO and the finance director, met with the auditors to review the 2017 draft audited financial statements

- Participated in the MS Society of Flag Raising Ceremony
- Attended the first Diverse City event held in the Town Hall in partnership with the PEI Association of Newcomers to Canada
- Attended the Stratford Seniors Committee meeting and had a good discussion on affordable housing in Stratford.

9. CHIEF ADMINISTRATIVE OFFICER (CAO)

Included in the package. Councillor Ogden asked about the meeting the CAO had with the traffic consultant and Robert replied that he was only able to stay for the first part of the meeting, but he did articulate the Town's concerns to make sure the Town was covered. A consultant has been engaged by the province and they are looking for traffic information, as well as information about future development patterns so they will be able to predict the future traffic flow.

Kevin added that they were over doing traffic data counts within the Stratford Road and Glen Stewart Drive area. We have since sent them our build out information for the waterfront core area, as well as the Town Centre core area between Kinlock Road and Stratford Road. It was a fact finding mission for the province and future information on traffic. For the benefit of those in the audience, Mayor Dunphy explained that the province and the Town had many discussions over the years on the Glen Stewart Drive and the Stratford Road area because of the congestion, particularly in the early morning and again at 2:30 p.m., and we are working on a long term strategy.

Councillor Ogden noted that he heard on the CBC News there was talk of a continuation of Glen Stewart Drive, and the school board was concerned about the amount of traffic that might have to pass the schools. Robert stated that the Town was not contacted so he is not sure where the information came from. He noted that in the past people raised the issue that if MacKinnon Drive went right through and connected to Glen Stewart Drive, it would be used as a shortcut which would cause more traffic going by the schools, especially when kids were outside.

12. SAFETY SERVICES

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

b) Street Light Report

No report

c) RCMP Report

The report for the month of April was included in the agenda package. Councillor Clow briefly reviewed the report noting that visibility has gone up and the feedback he received from residents was positive.

Councillor Jackson noted that he and Councillor Ogden both received requests from residents in Eastern Realities – specifically in the Celtic and Cardiff area - who would like to see some speed humps installed again. Councillor Clow stated that the process is underway to prioritize areas and he thanked Councillor Jackson for his input. He also noted that they are in the process of identifying areas where permanent humps could be placed.

Deputy Mayor Cooper noted that the residents from the Southwestern part of Stratford feel they do not need any speed humps at this time. Mayor Dunphy noted that in lieu of speed humps they would like to see more police patrols in the area.

d) Humane Society Report

The report for the month of April was included in the agenda package.

e) Transit Report

The report for the month of April was included in the agenda package. Councillor Clow stated that that we are up a bit from last April (117), and Mayor Dunphy added that 117 is a record for April.

f) Fire Company

Report included in the package. Councillor Clow reviewed the report that the Cross Roads Fire Department received 10 calls in the month of April and five of the calls were in Stratford. There were two fires, two fire alarms, and one miscellaneous.

Councillor Clow stated that there is a meet and greet planned with Council and Citizens on Patrol for next month, and Citizens on Patrol will set it up.

11. RECREATION, CULTURE AND EVENTS

a) Report

The report was included in the package. Councillor MacDonald gave an overview of the report noting that the 2018 Spring & Summer Program Guide will be released mid-June. Several programs such as intro to sports and summer day camp are just some of the activities included in the program guide. Registration is also available online.

Brian Hall will be offering tennis lessons for youth and adults at Pondside Park tennis courts. Various tennis programs will be offered May – August, including a few tennis events throughout the summer.

A Lacrosse program for youth ages 6-18 years is being offered this year in partnership with Lacrosse PEI and will be played in the new multipurpose field at Fullerton's Creek.

Indoor recreational program activities such as adult volleyball, adult badminton, and fitness classes will continue to run until the end of May

Preparation for the Annual Canada Day celebration held on July 1 continues to be a priority for the Events Committee.

The Stratford youth fishing program started on April 10 and the program will run for six weeks. The first week will be a classroom setting the additional six weeks will be actual fishing. This program is open to all youth centre members and their families, and runs Tuesday evenings from 5:30 p.m. to 7:00 p.m.

The Stratford Youth Centre kicked off its annual raffle ticket sales campaign on April 23. Youth Centre members will be selling tickets for a chance to win a Free Month of Groceries (\$500 value). Tickets are \$2.00 each. Tickets will be sold up until the Draw Date on June 29. Tickets will be available from youth centre members, at the Stratford Town Centre and at the Stratford Youth Centre.

National volunteer Appreciation Week was April 15 – 21 and the Town of Stratford had a special volunteer thank you cards printed using Stratford Artist Kim Roach's work. The cards were signed by Mayor Dunphy and a special personal note from staff members to each volunteer to thank them for their time for various activities.

On April 28 the PEI Wildfowl Carvers held a free wood carving workshop for beginners at the Gertrude Cotton Building and the workshop was filled with the maximum 12 participants.

The RFP's for the Artist in Residence programs have been made public and the deadline for proposals is Thursday, May 31, 2018 at noon.

The dog park will remain closed to the public until the third or fourth week in May for seeding and fertilizing.

The lights will be installed in the upper and lower fields of the MacNeill field in the next few weeks, and there will be some landscaping and tidying over the next few weeks as well.

There was a meeting with the Clearview Park focus group on May 8 to review the layout of their new park.

Skatepark will be breaking ground on May 14 and a press release will go out on May 15.

Play structures will be installed in five parks in early June and early July. The five parks that were identified for this year are Zakems, Saints, Clearview, Rankin and the Town Hall.

The splash pad is waiting to have sod put in and the spray water tested and it will be ready to go.

Deputy Mayor Cooper asked about the fields being open and the recreation director Joanne Weir noted that all field are open with the exception of the lower MacNeill Field. She noted that she was in contact with Richardson Associates and they did a site inspection and there are some items still to be completed but they are hoping to be ready by May, but it also depends on the weather.

13. FINANCE AND TECHNOLOGY

a) Report

The report was included in the package for Council to review. Deputy Mayor Cooper noted that the committee did not need to have a meeting in April as there were no items that required attention.

b) Financial Statements

Included in the package for review.

Deputy Mayor Cooper was happy to report the auditors gave the Town a great report and one of the comments from the auditors was that the Town has sound financial people looking after the books.

c) Resolution FT017 – 2018 – Grants and Donations Bylaw, Bylaw #38 – First Reading

Moved by Deputy Mayor Randy Cooper

Seconded by Councillor Keith MacLean

WHEREAS the new Municipal Government Act (MGA) provides municipalities with additional authority and autonomy, together with additional accountability via a requirement that actions be enabled by bylaws; and

WHEREAS a Grant/Donations Bylaw is required to enable any person group or organization seeking to obtain a municipal grant, donation, in kind service, loan or loan guarantee.

BE IT RESOLVED that the attached Grants and Donations Bylaw, Bylaw #38, be hereby read and approved a first time.

Discussion: This resolution bears the recommendation of the Finance and Technology Committee and the Committee of the Whole.

Question: **CARRIED**

d) Resolution FT018 – 2018 – Fees Bylaw, Bylaw #39 – First Reading

Moved by Deputy Mayor Randy Cooper

Seconded by Councillor Gail MacDonald

WHEREAS the new Municipal Government Act (MGA) provides municipalities with additional authority and autonomy, together with additional accountability via a requirement that actions be enabled by bylaws; and

WHEREAS a bylaw is required to enable the application of fees for licenses, permits, programs, facility rentals and other matters, and applies to any person or organization upon whom a fee is imposed under this bylaw.

BE IT RESOLVED that the attached Fees Bylaw, Bylaw #39, be hereby read and approved a first time.

Discussion: This resolution bears the recommendation of the Finance and Technology Committee and the Committee of the Whole.

Question: **CARRIED**

e) Resolution FT019 – 2018 – Reserve Funds Bylaw, Bylaw #41 – First Reading

Moved by Deputy Mayor Cooper

Seconded by Councillor Jody Jackson

WHEREAS the new Municipal Government Act (MGA) provides municipalities with additional authority and autonomy, together with additional accountability via a requirement that actions be enabled by bylaws; and

WHEREAS a reserve fund bylaw is required for money to be set aside for a specific purpose by approval of Council.

BE IT RESOLVED that the attached Reserve Funds Bylaw, Bylaw #41, be hereby read and approved a first time.

Discussion: This resolution bears the recommendation of the Finance and Technology Committee and the Committee of the Whole.

Question: **CARRIED**

Deputy Mayor Cooper thanked the CAO and staff for their work on the bylaws.

14. PLANNING, DEVELOPMENT AND HERITAGE

a) Report

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

b) Permit Summary

The permit summary was included in the package for Council to review. Councillor MacLean noted that the summary shows that the Town continues to grow.

Councillor Jackson would like to remind anyone who is renovating or building to please pick up their debris as he has received a few calls from residents.

Asked if the locations of major construction are posted for the benefit of motorists, and Kevin replied that we do weekly posts of development permits that were approved. He added that all construction this year basically started at the same time, and the planning department has received a number of calls and had consultations with consulting firms to ensure they have all safety mechanisms in place. Highway Safety was also contacted about what needs to be in place to ensure that traffic is moving along safely. Council is interested in notification where construction is taking place - especially if it is on the TCH.

c) Resolution PH011 - 2018 – DP058-2018 – Crombie Property Holdings Ltd. – Commercial Development Expansion – 9 Kinlock Road

Moved by Councillor Keith MacLean

Seconded by Councillor Jody Jackson

WHEREAS an application has been received from Crombie REIT to expand the existing commercial development of the Kinlock Plaza on parcel number 859637 (Lot 17-1 13.90 acres), located at 9 Kinlock Road within the Town Centre Commercial Zone (TCC);

AND WHEREAS the application involves the addition of a free standing plaza style building having a total of 9,695 sq.ft., a free standing plaza style building having a

total of 7,200 sq.ft., and a free standing commercial building having a total of 10,500 sq.ft. A concept plan for the property was included in the meeting package;

AND WHEREAS this development is located within the Town Centre Core Area (TCCA) and it must be designed in accordance with the Design Guidelines for the TCC Zone. All aspects of the conceptual design plans submitted have been reviewed and meet the design guidelines for the TCC Zone;

BE IT RESOLVED that Council grant approval to an application that has been received from Crombie Property Holdings Ltd. to expand the existing commercial development of the Kinlock Plaza on parcel number 859637 (Lot 17-1 13.90 acres), located at 9 Kinlock Road within the Town Centre Commercial Zone (TCC) involving the addition of a free standing plaza style building having a total of 9,695 sq.ft., a free standing plaza style building having a total of 7,200 sq.ft. and a free standing commercial building having a total of 10,500 sq.ft subject to the following:

1. Conformance with the conceptual drawings attached to the application submitted to the Town.
2. A detailed servicing plan must be submitted for approval to the Stratford Utility Corporation.
3. A detailed stormwater management plan must be prepared by a qualified engineer and approved by both the Town of Stratford and DOTIE.
4. A detailed landscaping plan must be submitted by a qualified expert outlining the details and quantities of the materials to be used.
5. All other relevant provisions of the Town of Stratford Zoning and Subdivision Control (Development) Bylaw are met.

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

With the aid of the overhead, Kevin explained the resolution in more detail. For clarification Mayor Dunphy noted that we are approving the concept of the plan and Kevin replied that is correct.

Mayor Dunphy stated that potentially there could be a new right only turn lane on the TransCanada Highway.

Deputy Mayor Cooper commended Crombie for extending their existing footprint of commercial space and thanked them for choosing Stratford.

Councillor Jackson noted it is great to see some rental spaces for businesses, and thanked the developer for choosing Stratford.

Mayor Dunphy noted that Crombie investing in Stratford demonstrates that they have confidence in the area. There is also redevelopment work going on at the old Home Hardware building, so there will be some major changes in that area in the next 12 months.

Councillor Ogden thinks the development is great for the Town and he feels it will necessitate the completion of MacKinnon Drive. Kevin stated that there is no physical extension proposed as part of this development, but when the five acres was consolidated with the existing piece Crombie signed into a subdivision agreement with the property owner, the province and the Town of Stratford that they will do their cost share of their side of the road for the extension of that street when it does happen.

Question: **CARRIED**

d) Resolution PH012 - 2018 – SD015-17 – Elwood Lawton – Sustainable Subdivision – 520 Keppoch Road

Moved by Deputy Mayor Randy Cooper

Seconded by Councillor Steve Ogden

WHEREAS a subdivision application has been received from Elwood Lawton for a Sustainable Subdivision of his property located at 520 Keppoch Road;

AND WHEREAS the subdivision application takes in parcel numbers 1007889 (1.31 acres), 800250 (27.2 acres), 885467 (18.13 acres), 800268 (26.16 acres) and 482364 (2.81 acres) for a total of 74.6 acres all currently zoned Single Family Residential Large (R1-L). A future development area on parcel number 1961539 (48.6 acres) is also shown as it is also owned by Mr. Lawton;

AND WHEREAS the area is in close proximity to municipal sewer but is almost 2km from municipal water to the north and to the west. The developer is proposing to have a private central water system to service the development;

AND WHEREAS the applicant has organized three public open house sessions, which led to the proposal of a Development Scheme showing proposed lots, open spaces, streets, trails and housing types and building footprints as well as preliminary servicing and stormwater management plan;

AND WHEREAS the subdivision plan was reviewed and evaluated by the Town against the sustainable subdivision criteria and the scoring table; as a result, the proposed plan has met the minimum requirements for a “Certified” Sustainable Subdivision;

BE IT RESOLVED that Council grant preliminary subdivision approval to an application from Elwood Lawton comprising parcel numbers 1007889 (1.31 acres), 800250 (27.2 acres), 885467 (18.13 acres), 800268 (26.16 acres) and 482364 (2.81 acres) for a total of 74.6 acres all currently zoned Single Family Residential Large (R1-L), proposing a total of 46 units (23 semi-detached) to be approved as a Sustainable Subdivision including a Development Scheme and Preliminary Evaluation Table, subject to the following conditions:

- A. Conformance with the Development Scheme (Current Site Plan) showing 46 units (23 semi-detached) prepared by Ekistics Planning & Design and the Sustainable Subdivision Scoring package dated May 1, 2018.
- B. That the sewer and water systems shall be designed in accordance with the Stratford Utility Corporation Servicing Standards and that a Utility Agreement shall be executed along with the payment of any applicable fees required by the Utility Corporation.
- C. That a stormwater management plan be designed by a registered engineer using Low Impact Development guidelines that is approved by both Transportation, Infrastructure and Energy as well as the Town of Stratford.
- D. That the proposed parkland areas, as shown on the Development Scheme, be deeded to the Town of Stratford as parkland dedication.
- E. That the proposed subdivision meets all other requirements of relevant Town of Stratford bylaws and policies with the exception of the lot standards which are being approved as part of the development scheme. (See condition A. above)
- F. That preliminary subdivision approval shall be valid for a period of 3 years from the date of this approval.

Discussion: This resolution bears the recommendation of the Planning, Development and Heritage Committee.

Councillor MacLean explained what a sustainable subdivision entails. He noted that the scoring table for a sustainable subdivision is online for anyone who might want to check it out. Kevin added that it is a very extensive project with a lot of community involvement.

Question: **CARRIED**

Mayor Dunphy took a moment to thank Councillor MacLean and his committee, Kevin Reynolds and his staff, and the developer and his team.

14. INFRASTRUCTURE

a) Report

The report was included in the package for Council to review. Mayor Dunphy noted that some of the items being worked on by the infrastructure department are as follows:

Waste Water Treatment Plant Update – the facility continues to function well with the exception of some minor fluctuations in some of the parameters. There were some slight issues with odour during the seasonal turnover, but staff added a product to help absorb the odour. Staff is also monitoring the system closely and making changes as needed to stabilize it.

Waste Water Collection System to the Charlottetown Pollution Control Plant – Stantec has proposed options for the wet well/dry well configuration – one with a building over top and one without.

Active Transportation Corridor – Stratford to Charlottetown – six proposals were submitted to the Department of Transportation, Infrastructure, and Energy. The Town reviewed and scored each proposal and returned feedback to the province. We are currently waiting to hear back from the province on the results.

Water Metering Program – in four weeks Neptune has completed 507 meter installations and has another 349 appointments scheduled. This represents 32.5% of the project.

Emergency Services Facility – we are working with the architect to finalize the initial concept plans and we hope to be out to tender in July 2018.

Cross Roads Community Centre Energy Upgrades – the project is out to tender with a closing date of May 15 and construction is anticipated to begin in June.

Stratford Skatepark – construction will begin on May 14 with the clearing of the lot. The “Ground Breaking” ceremony is scheduled for May 15 at 4:30 p.m., and the project is to be substantially complete by mid-August.

Kinlock Beach Parking Area – we have reviewed the site with the recreation department to finalize the size of the parking area and construction could begin in late June.

New Subdivision Reviews –

- Koughan Subdivision – awarded for construction
- Southside Green Subdivision – under construction
- Foxwood Subdivision – issues with developer obtaining sewer easements and the design may change to accommodate the new sewer alignment
- Harland Subdivision (Birchwood Lane Extension) – awarded for construction
- Marshall MacPherson Shakespeare Drive units – preliminary servicing plan submitted for review.

Infrastructure maintenance staff continues to be busy with reinstatement and cleaning of properties and sidewalks after damage caused by snow clearing operations. Utility staff continues to work on the water line inspections, and the metering installation program.

It was noted that this year's 'Water School' is scheduled for the week of May 14 to 18, with a session open to the public on Thursday, May 17, 2018.

During the month of April there were no major issues with the sanitary sewer collection system or water distribution system.

Councillor Glow noted that he has been asked by residents if there is going to be another rain barrel project and Robert replied that another project hasn't been discussed. It was noted that the Insurance Company of Canada provided the rain barrels for the first project, and the Town distributed them to residents. However, Mayor Dunphy asked Councillor Jackson to put the item on the Sustainability Committee agenda for discussion.

Councillor MacDonald took a moment to give credit to Neptune for the ease of registering to have water meters installed.

15. COMMITTEE OF THE WHOLE

a) Resolution CW004-2018 – Appointment of the Municipal Electoral Officer

Moved by Councillor Jody Jackson

Seconded by Councillor MacDonald

WHEREAS a Municipal Election will be held on the first Monday of November 2018; and

WHEREAS Elections PEI has agreed to oversee the Stratford Election on the Town's behalf.

BE IT RESOLVED that Mr. Tim Garrity, Chief Electoral Officer for PEI, be hereby appointed as the Municipal Electoral Officer for the November 2018 Mayor and Council elections, and that the Municipal Electoral Officer be empowered to employ such returning officers and election officials as required, to conduct the election in accordance with the Town's Election Bylaw.

Discussion: This resolution bears the recommendation of the Committee of the Whole.

Question: **CARRIED**

16. SUSTAINABILITY

a) Report

Included in the package.

Councillor Jackson stated that there was a recap of the entrepreneur forum that was held in March. The committee discussed some of the feedback they received from the forum and we could do a little more to welcome businesses to Stratford. We can enhance our website to include information that would be helpful to businesses that may be thinking about setting up a business in Stratford. We also heard of the desire for an economic development officer and the committee will be discussing it further.

The committee discussed the community endorsement program. It is a program for newcomers to receive endorsements from communities to help them in their application process.

There was a request from a local business owner asking that we allow local businesses to advertise in the Town's newsletter. The committee did discuss the request and is looking into it for the fall newsletter. Councillor Jackson noted that he will report again when he has some further information.

As part of the entrepreneur forum we heard that some of the businesses in the business park would like us to look at the signage requirements and allow businesses to have backlit signage.

The entrepreneur group planned something called the *Stratford Road Trip* and it will be a great push for the businesses. This campaign will take place Thursday, May 17. A survey will be sent to each land owner in the park to solicit their comments.

Councillor Jackson reminded everyone of the *Think Stratford Road Trip* that is going to take place on Thursday, May 17. It is cooperation between the Stratford business group and the Town. It is a radio and social media campaign; it is basically a virtual road trip for the participating businesses. There will be a mixer at the end of the day from 4:00 p.m. to 6:00 p.m. at Fox Meadow.

Councillor Jackson noted that he attended the Electoral Boundaries meeting on May 8 and he took a moment to thank Justice McQuaid and former mayor Kevin Jenkins for all the work they have done.

Councillor Ogden felt it is important that the business owners talk with one another and make recommendations to the Town.

17. a) ACCOUNTABILITY AND ENGAGEMENT

Report

Councillor Ogden noted that the release of the resident survey results should be available within the next couple of weeks and a briefing will be set up.

Smart Cities Challenge – our application has been submitted and was accepted, and is now on our website for public viewing. It will be fall when we find out if we made it to the second round, and if we do there will be a prize of \$250,000 to develop our application.

The Electoral Boundaries Commission presented their recommendations at a public meeting on May 8, and feedback from residents is still on-going.

Website work is continuing between staff and Civic Live, and we hope that the new site will be operational by the end of June.

b) Resolution AE001- 2018 - Digital Sign Policy, Policy # 2018-AE01-01, and Social Media Policy. Policy #2018 –AE02-02

Moved by Councillor Steve Ogden

Seconded by Councillor Gary Clow

WHEREAS the Town of Stratford has installed a digital sign for travelers entering the Town, with the purpose of building on the Town's commitment to increase communications, and a policy has been created to set rules regarding the advertisement of non-municipal events and activities; and

WHEREAS the Town of Stratford engages in a variety of social media platforms that are viewed by residents, partners and stakeholders, and as such should be operated in a manner that enhances the values of the Town, so a policy has been created to set rules regarding non municipal information on the Town’s social media platforms.

BE IT RESOLVED that the attached Digital Sign Policy, Policy #2018-AE-01, and the attached Social Media Policy, Policy # 2018-AE-02, be hereby adopted.

Discussion: This resolution bears the recommendation of the Accountability and Engagement Committee and the Committee of the Whole.

Question: **CARRIED**

Councillor MacLean noted that there are some messages on the message board that are hard to read. In the policy it stated that we may request the artwork be ready; however Councillor MacLean noted that he is finding some of the messages very hard to read. He asked if the requirements for the sign could be relayed to those who are submitting messages, so that their message is clear to read.

18. HUMAN RESOURCES

a) No Report

19. OTHER COMMITTEES

a) Stratford Seniors Complex

Councillor MacDonald noted that the report is included in the package. There was a discussion on how we would find out what the demand really is for affordable housing.

A resolution was passed to award the landscaping services for the complex was awarded to the Cutting Edge of Stratford.

The capital projects for 2018 were discussed which will include sidewalk replacement, exterior door replacement, and an automatic generator switch.

The committee also discussed where to place the bench that was made in Alma Birt’s memory.

Mayor Dunphy noted that he attended the senior’s meeting, and there was some great discussion on affordable housing.

20. PROCLAMATION

CMHA MENTAL HEALTH WEEK PROCLAMATION

WHEREAS the Canadian Mental Health Association (CMHA) Mental Health Week promotes mental health awareness through education campaigns, activities, and events held across PEI, and offers practical ways to maintain and improve mental health and support recovery from mental illness; and

WHEREAS during Mental Health Week the Canadian Mental Health Association is asking everyone to “Get Loud” about what mental health really is – five in five of us have mental health, just like we all have physical health; and

WHEREAS the Canadian Mental Health Association actively supports and encourages good mental health. We can all benefit from celebrating, promoting and acknowledging the role that good mental health plays in living a full and meaning full life. Everyone deserves to feel well, whatever their mental health experience, and we all need a support system to lean on.

NOW THEREFORE BE IT RESOLVED that the Town of Stratford hereby proclaims the week of May 7 to 13, 2018, as **CMHA MENTAL HEALTH WEEK**. I encourage all residents of Stratford to join me and **Get Loud** about what mental health really is.

21. OTHER BUSINESS

Nil

22. ADJOURNMENT

There being no further business, the meeting adjourned at 9:22 p.m.

Mayor David Dunphy

Robert Hughes, CAO