

**REGULAR COUNCIL  
REGULAR MONTHLY MEETING  
{APPROVED} MINUTES**

**DATE:** August 13, 2025  
**TIME:** 04:30 p.m.  
**PLACE:** Council Chambers

**PRESENT** Deputy Mayor Steve Gallant; Councillors Jody Jackson, Jill Chandler, Ron Dowling, and Gordie Cox; Deputy CAO, Jeremy Pierce; Director of Planning, Dale McKeighan; Town Planner, Phil Rough; Development Officer, Sarah Kennedy; Director of Infrastructure, Jeannie Woodard; Community and Business Engagement Manager, Wendy Watts; Corporal Matt Paynter, and Recording Clerk Neala Smallman

**EXCUSED:** CAO, Jeremy Crosby, Councillor Jeff MacDonald and Director of Finance, Kim O’Connell

**CHAIR:** Mayor Steve Ogden

**1. CALL TO ORDER**

We acknowledge the land upon which we gather is the unceded territory of the Mi’kmaq, and we pay our respects to the Indigenous Mi’kmaq People of this territory past, present, and future.

Mayor Ogden called the regular monthly Council meeting to order at 4:31 p.m. and welcomed those in attendance and those viewing via social media.

**2. DECLARATION OF CONFLICT OF INTEREST**  
Nil.

**3. APPROVAL OF AGENDA**  
It was moved by Councillor Jody Jackson and seconded by Councillor Jill Chandler that the agenda be approved as presented.

**4. ADOPTION OF THE MINUTES**

It was moved by Councillor Gordie Cox and seconded by Jody Jackson that the regular monthly meeting of July 9, 2025, be approved as circulated.

**5. BUSINESS ARISING FROM THE MINUTES**  
Nil.

**6. PRESENTATIONS FROM THE FLOOR**

Nil.

**7. MAYOR'S REPORT**

Mayor Ogden gave an overview of his report as follows:

- Enjoyed Pride in the Park event at Michael Thomas Waterfront Park; also participated in Pride Flag raising event and parade to kick off Pride Week
- Participated in a Planning Committee Meeting; also, a Diversity and Inclusion Committee meeting
- Attended a Tennis Association event at Pondside Tennis Courts
- Meeting with CADC
- Enjoyed attending a music event in Stratford Gym
- Meeting with MLA Jill Burridge
- Participated in Hero Forest Tree Planting event at Fullertons
- Met with mural artists at Pondside
- Virtual meeting with Tennis Group exploring possibility of indoor facility
- Happy to support Fire Department Fundraising Car Wash for Camp Gencheff, also Camp Gencheff lemonade sale at Kinlock beach
- Public Meeting regarding a proposed rezoning
- Committee of the Whole Meeting
- Regular Monthly Council Meeting
- Meetings with residents and Staff members
- Looked after the day-to-day business and internal affairs of the Town

In addition to his formal report, Mayor Ogden took a moment to share and reflect on several recent highlights and community developments:

- **Tina Turner Tribute Concert:**  
Mayor Ogden spoke about attending the Tina Turner tribute concert held at the Stratford gym. He praised the remarkable transformation of the gym into a professional-grade venue, noting the exceptional sound and production quality. The event was well received by attendees, and the choice of Stratford was commended for its convenience and ample parking. Community support for the event grew steadily throughout the week.
- **Meeting with MLA Jill Burridge:**  
Mayor Ogden reported on a positive and productive meeting with MLA Jill Burridge to discuss various town related matters. Following the meeting, the Town received a letter from the Premier expressing support for Stratford's Community Campus project, a significant step forward for the initiative. Mayor Ogden extended his appreciation to MLA Burridge for her continued advocacy and support.

- **Fullerton’s Tree Planting Event:**  
Mayor Ogden also attended a tree planting event at Fullerton’s, held despite the warm weather. A total of 250 trees were planted. The Mayor reflected that the resulting forest is intended to serve as a peaceful space for reflection and a tribute to the contributions of Stratford’s community members—past, present, and future.
- **Public Murals and Artistic Enhancements:**  
The Mayor took a moment to acknowledge the artists contributing to Stratford’s visual landscape through murals on public buildings. He expressed that these works of art have been recognized as both beautiful and inspiring additions to the town.
- **Fire Department Fundraising for Camp Gencheff:**  
Mayor Ogden highlighted the Stratford Fire Department’s ongoing fundraising efforts in support of Camp Gencheff, including a recent community lemonade sale. He noted this as a strong example of local involvement in charitable causes.

To conclude, Mayor Ogden took a moment to thank Deputy Mayor Steve Gallant for filling in for him while he was unavailable.

#### 8. **CHIEF ADMINISTRATIVE OFFICER**

The report was included in the agenda package for Councils review. In the absence of CAO Jeremy Crosby, Deputy CAO Jeremy Pierce provided the review.

- Attended and participated in the monthly Planning Board meeting.
- Chaired the bi-monthly Department Head meetings.
- Attended a presentation by Co-operators/Telus Health on the new Employee Assistance Program.
- Participated in several meetings with the Charlottetown Area Transit Coordinating Committee (CATCC) and the service provider to continue contract negotiations.
- Met with the Flourish Development Group, along with the Deputy CAO, to discuss current and future development plans within the town.
- Attended and participated in the monthly Town Council meeting.
- Accompanied the Mayor to the Annual General Meeting of the Charlottetown and Area Development Corporation.
- Met with Adam Ross, Chief of Staff in the Premier's Office, to discuss ongoing town projects and strategic initiatives.
- Along with Planning staff, attended a meeting with a mobility provider regarding improving cellular service in the Stratford area.
- Met with the Deputy CAO and Infrastructure staff to review the construction plans for the pavilion and washroom facilities at Micheal Thomas Waterfront Park.

- Participated in a Council discussion on the proposed Community Campus Wellness Facility.
- Attended and contributed to the public meeting concerning the Cornerstone Baptist Church and the Waterfront re-zoning applications.
- Attended a meeting with senior officials from the Gray Group to discuss ongoing and future development projects.
- Met with Communications and Infrastructure staff to outline next steps for the E-Watch program.
- Chaired the monthly Staff Meeting and attended the staff barbecue event.
- Participated in the monthly Committee of the Whole meeting.
- Met with Charlottetown CAO Brad MacConnell to discuss his new role and explore collaboration opportunities between our municipalities.
- Attended the Stratford Pride flag-raising ceremony with Council and staff.
- Along with Planning staff, met with R&D Builders to review their proposed Hollis Avenue development.
- Met with the Board Chair of the Cross Roads Fire Company to discuss the potential acquisition of a new aerial apparatus (ladder truck).

In addition, I have organized and led meetings with staff, developing detailed agendas and providing relevant materials for various committee discussions to ensure everyone stays informed. I've also assessed infrastructure projects, reviewed planning-related issues, and efficiently managed various HR files. I have handled correspondence, responding to emails and letters from residents, stakeholders, government officials, and other relevant parties.

## **9. SAFETY SERVICES**

- a)** The report was included in the agenda package for council to review.

Corporal Paynter reported that during July 2025, Stratford RCMP recorded a total of 412 occurrences, which was a slight increase from 384 in June and notably higher than the 348 recorded in July 2024. This figure nearly doubled the number of files compared to July 2023, when 221 occurrences were reported. Of the total occurrences, 205 were related to traffic enforcement, accounting for just over half. The RCMP issued 46 summary offense tickets and 85 warnings, including 60 for speeding violations.

He further noted there were seven impaired driving occurrences, five related to alcohol and two related to drugs. Four drivers were charged with impaired driving, and one driver was charged for refusing to provide a sample. One drug-related impaired driving case remained

open pending laboratory results. Three of these impaired driving cases were connected to motor vehicle collisions.

Corporal Paynter also advised that 16 motor vehicle collisions occurred during the month. The RCMP handled 25 theft files, 16 of which were related to gas stations. Of these, 15 incidents were due to customers forgetting to pay before leaving and subsequently returning to resolve the issue. One case involved actual theft of gas, though the gas station requested a no-trespass order instead of pursuing charges.

Regarding community involvement, Corporal Paynter stated that he and Constable McDonald attended Canada Day celebrations at Fullerton Creek Conservation Park, which included a youth running event. Later that day, they participated in the Town of Stratford's flag-raising ceremony. On July 17, they assisted with the Make-A-Wish run by escorting the HMCS Navy team through Stratford. On July 19, Sergeant Garrett, alongside Stratford Sobeys and the Eastern Express U13A baseball team, organized a food drive, which was well received and resulted in 210 pounds of food and \$327 in cash donations. This concluded Corporal Paynter's report.

Councillor Cox commented on the important role of policing beyond enforcement, highlighting the community services and connections provided by the Stratford Police. He emphasized that these aspects are a vital part of policing. Councillor Cox expressed concern about speeding in the community, particularly during the busy summer months of June, July, and August.

He shared recent personal observations of excessive speeding in several areas, citing specific examples of vehicles traveling at speeds of 80 km/h and even 98 km/h in zones where such speeds are unsafe. He noted that constant police presence at these locations is not feasible.

Councillor Cox highlighted that speeding is a frequent concern raised by residents, especially given the increasing number of pedestrians and cyclists in the area. He suggested reviewing data collected from speed monitoring signs to analyze daily speed patterns, including instances when speeds exceed 100 km/h.

Councillor Cox acknowledged that speeding is a challenge faced by many communities, including Cornwall and Charlottetown, often exacerbated by tourist traffic. Councillor Cox concluded by commending the police for their excellent work and assured that he

will continue to raise concerns about speeding at council meetings as part of his due diligence.

Corporal Paynter acknowledged the concerns raised and agreed that speeding and impaired driving continue to be significant challenges in the community. He noted that despite enforcement efforts, including charges and warnings, the problem persists and appears to be worsening. The officer highlighted the valuable support provided by the traffic section, whose members dedicate considerable time to enforcement within Stratford, with some officers residing in the community.

Corporal Paynter stated that enforcement efforts are varied by location to avoid predictability, which has led to improvements in certain areas. Corporal Paynter emphasized the importance of community feedback, noting that when the police are informed of concerns, they can take proactive measures such as targeted enforcement and public awareness initiatives. He stressed the importance of visible and effective policing efforts rather than simply “hiding behind a building” during enforcement activities.

Councillor Cox noted that speeding violations had increased significantly, from 11 in July 2023 to 60 in July 2025. He attributed this rise to the growing population, increased activity in the community, and the presence of electric scooters and bikes. Councillor Cox emphasized the importance of addressing these issues to prevent them from becoming more serious concerns. Councillor Cox expressed appreciation for the ongoing efforts of the police.

Councillor Chandler requested clarification regarding the reported gas station incidents, noting that 15 of the 16 complaints were due to payment errors or failures rather than intentional theft. She requested an estimate of the time typically required to investigate each of these claims for further insight.

Corporal Paynter explained that investigating gas station incidents can be time-consuming, often taking around 20 minutes per case due to the need to track down individuals, especially when license plates are from other provinces or countries. He highlighted challenges in locating and contacting responsible parties, which involves considerable phone and database work.

Regarding prevention, Corporal Paynter noted that some gas stations, particularly the same two locations frequently involved, could improve

their practices by monitoring pumps more closely. While the RCMP has advised gas stations that these issues are generally civil matters rather than criminal theft, they still respond to calls for service. He also mentioned that upgrading gas pumps to require pre-payment, as seen in other areas, is a costly change for many stations.

Mayor Ogden provided an update on efforts to address gas drive-offs, noting that the Federation of PEI Municipalities (FPEIM) is currently analyzing the issue following a presentation by Constable Brent McDonald. The FPEIM board will consider recommending to the provincial government the implementation of pay-at-the-pump systems island-wide. Mayor Ogden referenced New Brunswick's success with such measures, where retailers no longer rely on police to respond to drive-offs. He acknowledged the challenges involved, including differing opinions among retailers, and the impact these incidents have on police resources.

Regarding the request for additional police officers, the Mayor stated that this would be considered during the upcoming budget discussions, based on data and staff recommendations. On the topic of speeding, he noted that photo radar has proven effective in other jurisdictions and expressed ongoing support for its adoption in Prince Edward Island.

Councillor Cox clarified that his earlier comments about adding another police officer were in reference to the Town's continued growth. As Stratford moves toward a projected population of 30,000, the need to expand the police force will become increasingly important. He noted that the RCMP has recognized speeding as a widespread issue across the Island, as evidenced by the expansion of the traffic enforcement unit from four to six members. Councillor Cox expressed appreciation that Stratford is benefiting from this additional support and asked that thanks be extended to the traffic unit for their ongoing efforts.

Corporal Paynter provided a follow-up on impaired driving statistics, referencing a previous request for data comparing alcohol and drug related impairments. He noted that Constable Greg McCormack compiled five-year statistics for the Town of Stratford, covering 2020 to 2024. During that period, 63% of impaired cases involved alcohol, 26% involved drugs, and 11% involved a combination of both.

He reported that the numbers for 2023 and 2024 were consistent in terms of alcohol-related cases, with 21 each year. However, drug-impaired cases rose from 8 in 2023 to 15 in 2024. Cases involving both alcohol and drugs slightly decreased from 4 in 2023 to 3 in 2024.

Corporal Paynter committed to emailing the full report to council members for further review and noted that comparable statistics were also compiled for the entire province, with Stratford data presented separately.

Mayor Ogden highlighted the value of speed data collected from radar signs, referencing a previous instance on Mason Road where analysis revealed a recurring pattern of excessive speeding at a specific time of day. This allowed enforcement to be strategically deployed and the individual to be identified. He emphasized the importance of this type of data analysis in helping police address chronic speeding issues by identifying patterns and targeting repeat offenders.

Corporal Paynter acknowledged the Mayor's comments and confirmed that police would follow up to review the data and determine the best time for enforcement. He noted they would make an effort to be present in the area at the appropriate time to address the issue.

Councillor Dowling thanked Corporal Paynter and the RCMP for their ongoing efforts and expressed appreciation for the work being done in the community. He noted that residents are generally satisfied with local policing and acknowledged that issues such as speeding, impaired driving, and gas station incidents are common across jurisdictions. Given the high volume of traffic always passing through Stratford, enforcement efforts are especially important. The Councillor also expressed support for the potential introduction of speed radar legislation, which would complement the Town's iWatch initiative, currently being advanced by Councillors Gallant and Jackson.

- b) Street Light Report** – Nothing to report.
- c) RCMP Report** - The report was included in the agenda package for council to review.
- d) Humane Society Report** - The report was included in the agenda package for council to review.
- e) Fire Company Report** - The report was included in the agenda package for council to review.



Councillor Ron Dowling provided a brief report indicating that the Crossroads Fire Company responded to a total of 36 calls in July 2025, with 27 of those occurring within Stratford. One call involved providing mutual aid in Charlottetown. The department remains very active, continuing with regular training and emergency responses despite challenging weather conditions. Councillor Cox acknowledged the dedication of the volunteer firefighters and noted that their efforts are greatly appreciated by the community and fully supported by Council.

Mayor Ogden acknowledged and commended the Crossroads Fire Company for their strong support and presence at various recent community events, including the tree planting ceremony and the Make-A-Wish run. He highlighted their consistent engagement and public visibility, such as setting up equipment displays at local functions. The Mayor specifically praised their rapid and effective response to a recent fire in Kinlock Creek, noting that their quick action prevented significant damage to nearby homes and potentially the wider neighborhood.

Additionally, Mayor Ogden raised a question regarding municipal bylaws related to fire-damaged structures, specifically asking whether there is a requirement for such structures to be demolished if they pose a safety risk. He referred to the recent fire site in Kinlock Creek and inquired whether the affected building was scheduled for demolition, as it appeared unchanged on a recent visit. Staff confirmed that a Dangerous and Unsanitary Premises Bylaw is in place and indicated that the demolition had been completed.

Deputy Mayor Gallant inquired about enforcement of fire pit regulations during the recent heatwave, asking whether complaints had been received regarding backyard fires and which authority is responsible for enforcement. Staff confirmed that a province-wide fire ban is currently in effect, which applies to all residents, including those in Stratford. It was noted that the RCMP are responsible for enforcing the ban, and the Town also has existing restrictions on open pit fires which the RCMP would likewise enforce.

## 10. RECREATION CULTURE AND EVENTS

- a) **Report** - The report was included in the agenda package for council to review.

Councillor Cox provided an overview of his report indicating that construction is underway at the Stratford Community Campus, including new trails, sports fields, and expanded parking. Trails are expected to open by the end of September, and sports fields will be seeded mid-September for use next year. The fencing tender closed August 7; the lighting tender remains open until August 28.

The Stratford Youth Centre had a successful summer, with leadership trips to Nova Scotia, a summer camp serving 20–25 children weekly, and an active garden club.

Planning continues for the Cheryl Duffy Memorial Walk on September 27, held in partnership with Fall Fest. Fall youth programming registration opens September 1.

The Pride in the Park event was well-attended and successful. Special thanks were extended to staff for their efforts.

The PEI Food Group, based at Stratford Town Hall, delivered an impressive 72,602 meals during the 2024–2025 school year, averaging 408 nutritious meals daily to children and youth across PEI. The town proudly supports this impactful program.

The community poppy project has collected over 11,000 poppies, far exceeding expectations, demonstrating strong community engagement.

Progress continues the Cotton Park Fairy Trail with willow sculptures and upcoming wood carvings to enhance the experience.

Fall program registrations open September 4, with activities starting in October. Residents are encouraged to check the town website for details.

Stratford has seen great sporting success recently, including hosting the Canadian Old-Timers Baseball Nationals and strong performances by youth baseball and softball teams across multiple tournaments.

Finally, after years of dedicated service, recreation administrative clerk Tena McKenzie retired on July 31. Kristie Jay has been hired as her replacement and began work on August 11.

Deputy Mayor Gallant noted that while winning isn't everything, Stratford's sports teams are performing well and contributing to community growth. The development of the Community Campus,

including new softball and baseball fields and relocating soccer fields, is supporting sports tourism, which brings visitors and economic benefits to Stratford. The growth in these facilities and events signals positive momentum for the town's future.

Councillor Chandler asked for clarification on whether the washout on the Stratford Trail behind the recently demolished home was completed. It was confirmed that the work related to the washout has been completed.

Councillor Jackson spoke about the impressive murals at the lift station in Pondside. Although initially unsure about the project, Councillor Jackson now appreciates how the old structure looks fantastic, especially with the paved parking lot. The murals complement the "frolicking frogs" theme and have turned the area into a vibrant hub of activity. Councillor Jackson expressed gratitude to those involved and praised the artist's work.

Councillor Chandler said that early on, she was more involved in the recreation committee and arts and culture. It has been an ongoing mission to showcase the value and importance of public art, and how residents engage with it. The positive feedback often encourages greater community participation, such as filling out surveys or joining events. Councillor Chandler thanked Councillor Jackson for recognizing the value of the murals and appreciated the comment.

**b) Resolution - RC001-2025 - Community Campus Ballfield Fencing**

**Moved by Councillor Gordie Cox**

**Seconded by Councillor Jody Jackson**

**WHEREAS** the Town of Stratford is developing the Stratford Community Campus as part of its long-term vision to promote recreational, cultural, and social opportunities for residents; and

**WHEREAS** the Town of Stratford was previously awarded \$450,000 through the 2023 Canada Games Legacy Fund to support the development of fencing and lighting at the Community Campus; and

**WHEREAS** a tender was issued to solicit bids from local and regional contractors for the installation of ballfield fencing; and

**WHEREAS** one tender was received, with the following bid submitted:

**Contractor Tender Price (excluding HST)**

Eastern Fence Products \$169,500.00

**WHEREAS** the bid submitted by Eastern Fence Products in the amount of \$169,500.00 (excluding HST) was the sole tender received, and funding for this project is supported through the Canada Games Legacy Fund;

**BE IT RESOLVED** that the Town of Stratford accept the tender from Eastern Fence Products in the amount of \$169,500.00 (excluding HST) for the ballfield fencing installation at the Stratford Community Campus.

*This resolution bears the recommendation of the Recreation, Culture and Events Committee, as confirmed through an email poll conducted on August 8, 2025.*

Question: **CARRIED**

## **11. FINANCE AND TECHNOLOGY**

- a) The report was included in the agenda package for Council to review. Councillor Jackson reviewed his report as follows:
- Utility Bills are due on August 19, 2025.
  - MRSB was in to do the onsite audit work for year end the week of June 23rd. We are in the final stages of the audit and hope to have draft statements in early September.
  - The Town insurance was sent out to tender. We do a tender every 4 years. The tender closed on July 21st at 1pm. The resolution to award the insurance tender is in the council package.
  - Staff are reviewing information from the Fire Department on options for purchase of new Fire truck.
  - Staff are being changed over to new Town and Utility credit cards and Kim and Crystal are receiving training on the web portal.
  - Staff are participating in training on Townsuite accounting software.
  - Staff are enjoying taking some vacations over the summer.
  - Staff are busy with day-to-day items.
- b) **Financial Statements**  
The financial statements were included in the agenda package for Council to review.
- c) **Resolution FT007-2025 Municipal Insurance Tender**  
**Moved by Councillor Jody Jackson**

**Seconded by Councillor Jill Chandler**

**WHEREAS** the Finance and Technology department determined that a request for proposals should be developed and issued for insurance services given that the last insurance tender was issued in 2021; and

**WHEREAS** proposals were called to provide the current level of coverage and to make recommendations for changes to the current level of coverage together with the additional cost or savings therefore; and

**WHEREAS** proposals were received from Westland Insurance and Cooke Insurance and evaluated on the following:

Evaluation Criteria	Westland Insurance			Cooke Insurance	
	Max	Kim	Crystal	Kim	Crystal
1. Coverage and Completeness of Submission 30%	30	28	29	26	27
2. Experience, Financial Stability and References 20%	20	20	20	18	19
3. Services Offered 20%	20	20	20	20	19
4. Price 30% - lowest will receive 30 points	30	30	30	23	23
	100	98	99	87	88

**WHEREAS** proposals were received from Westland Insurance (\$166,608) and Cooke Insurance (\$216,717); and

**BE IT RESOLVED** that the insurance contract be confirmed to Westland Insurance based on the response to the request for proposals at an annual cost of \$166,608 for the first year with an option to renew for an additional four (4) years.

**BE IT FURTHER RESOLVED** that Westland Insurance provide the Town of Stratford with future renewals during the four (4) year option period, 90 days prior to the annual renewal date of the municipal insurance policy.

Question: **CARRIED**

## 12. PLANNING DEVELOPMENT AND HERITAGE

- a) The report was included in the agenda package for Council to review.
- b) The building permit summary was included in the agenda package for Council to review.
- c) Resolution - PH034-25 - RZ002-25 – Falcon Homes – PID 1085976 Ducks Landing – Proposed Rezoning from R1 to TCR – 2nd Reading

**Moved by Councillor Ron Dowling**  
**Seconded by Councillor Jody Jackson**

**WHEREAS** an application has been received from Falcon Homes for a request to rezone PID 1085976 located on Ducks Landing from the Low Density Residential (R1) zone to the Town Centre Residential (TCR) Zone; and

**WHEREAS** the purpose of the zoning change is to facilitate a future 6-unit Stacked Townhouse development located in between an existing 18-unit Multiple Attached Dwelling and a Single Detached Dwelling; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, Fifty (50) notification letters were sent out to property owners whose parcels were within 150 metres of the subject property, two advertisements were placed in the Guardian newspaper on June 14, 2025 & 21, 2025, signage was placed on the property and the proposed zoning amendment was advertised on social media to solicit input and to notify residents of the public meeting; and

**WHEREAS** a public meeting was held on June 23, 2025, with 6 residents in attendance, and was streamed live on the Town's YouTube channel. Residents were given until June 27, 2025, to submit their comments; and

**WHEREAS** planning staff received seventeen (17) response letters from residents representing twelve (12) unique properties or twenty four percent (24%) of notified properties, providing comments on the proposed zoning amendment and proposed future development of the subject lands.

**BE IT RESOLVED** Bylaw #45U, a bylaw to amend the Town of Stratford Zoning and Development Bylaw, Bylaw #45, be hereby read and approved for a second time.

**Discussion:**

Councillor Dowling spoke against the resolution, citing concerns about placing a medium density building in an R1 zone adjacent to an R3 area. He argued the development does not align with the concept of "missing middle" housing and expressed that making such changes in an R1 zone is ill-advised, especially while the Town is undergoing an official plan and bylaw review. Councillor Dowling referenced public

feedback, noting that while some support came from R3 residents, the opposition from R1 residents, who are more directly impacted, was significant and shared thorough letters, conversations, and other means.

Mayor Ogden requested if there was any updated information on the proposed development, following the public presentation at the last Council meeting. The Mayor noted that several concerns had been raised by residents and asked if any mitigating measures had since been proposed to address those issues. The matter was then turned over to Sarah Kennedy from Planning for further explanation.

Town Planner, Sarah Kennedy provided an overview of the proposed rezoning off Ducks Landing near Squire Lane, highlighting its proximity to higher-density zones including Town Centre Residential and CMU (mixed-use) zones. She explained that the proposed six-unit stacked townhouse represents the highest density allowable on the lot without requiring a major variance. As such, the rezoning request carries relatively low risk.

In response to public feedback from the earlier meeting, two key changes were made to the site plan:

1. **Parking Configuration:** The driveway was reconfigured to allow two dedicated parking spaces per unit, reducing concerns over tandem parking and potential overflow into the right-of-way. This also allowed for added landscaping between driveways.
2. **Waste Management:** Individual, fenced waste storage areas were added for each unit to address concerns about shared waste disposal and responsibility.

A landscape buffer between the proposed development and an adjacent single-family dwelling was also noted to help reduce visual impact. These changes were made to directly respond to resident concerns expressed during public consultation.

Mayor Ogden asked Planning staff if there had been any changes to the proposal since the last presentation. Staff confirmed there had been no additional updates since first reading, noting the application was already fully developed at that time. The Mayor then proceeded to invite comments from councillors, beginning with Councillor Cox.

Councillor Cox noted he had revisited the site earlier in the day and acknowledged the complexity of the decision due to how the development fits into the surrounding area. While expressing some

ongoing reflections, Councillor Cox confirmed support for second and third reading.

Councillor Chandler expressed full support for the resolution, citing Town Planner, Sarah Kennedy's explanation of the low-risk nature of the rezoning and the developer's efforts to address public concerns. Councillor Chandler stated the proposal aligns with surrounding land uses and confirmed continued support from first reading through to final approval.

Councillor Jackson reaffirmed support for the rezoning, having also supported it at first reading. Cited factors included the province's lack of concern with traffic, planning board's recommendation, and the town's ongoing sidewalk and transit plans in the area. Councillor Jackson acknowledged public concerns but emphasized the need for evidence-based decision-making. He commended staff for addressing mitigation efforts, such as landscaping and buffers, and concluded by reiterating support for the development and the third reading.

Deputy Mayor Gallant confirmed continued support for the rezoning at second reading. He noted the compatibility of the proposed development with surrounding apartment buildings and highlighted that the lot has remained undeveloped since 2010. He acknowledged the economic realities for developers and the need for higher-density housing. He stated that parking concerns had been addressed and could be managed through signage and enforcement, as in other areas. He also emphasized the availability of transit and the importance of providing housing options for new residents, particularly in the context of affordability.

Question: **CARRIED** (1 against for Councillor Ron Dowling)

- d) **Resolution - PH035-2025 - RZ002-25 – Falcon Homes – PID 1085976 Ducks Landing – Proposed Rezoning from R1 to TCR – Adoption**  
(Please refer to PH034-25 for relevant documentation)

**Moved by Councillor Ron Dowling**  
**Seconded by Councillor Jody Jackson**

**WHEREAS** Bylaw #45U, a bylaw to amend the Town of Stratford Zoning and Development Bylaw, Bylaw #45, was read and approved a first time on July 9, 2025; and



**WHEREAS** Bylaw #45U, a bylaw to amend the Town of Stratford Zoning and Development Bylaw, Bylaw #45, was read and approved a second time on August 13, 2025.

**BE IT RESOLVED** that Bylaw #45U, a bylaw to amend the Town of Stratford Zoning and Development Bylaw, Bylaw #45, be hereby adopted and that the Mayor and Chief Administrative Officer be authorized to affix their signatures and the corporate seal of the Town thereto and to be formally declared the said Bylaw passed.

Question: **CARRIED (1 against for Ron Dowling)**

e) **Resolution PH036-2025- RZ001-25 - Cornerstone Church - TCI to TCMU - 1st Reading**

**Moved by Councillor Ron Dowling**  
**Seconded by Jody Jackson**

**WHEREAS** an application has been received from the Cornerstone Baptist Church for a request to rezone PID 1016377 located 295 Shakespeare Drive from the Town Centre Institutional (TCI) Zone to the Town Centre Mixed Use (TCMU) Zone; and

**WHEREAS** the applicant is proposing the zoning change to the future creation of three (3) medium density residential lots along Shakespeare and for the expansion of the existing institutional (church) building.; and

**WHEREAS** in accordance with the Stratford Zoning and Development Bylaw #45, Sixty (60) notification letters were sent out to property owners whose parcels were within 150 metres of the subject property, two advertisements were placed in the Guardian newspaper on July 12, 2025 & 19, 2025, signage was placed on the property and the proposed zoning amendment was advertised on social media to solicit input and to notify residents of the public meeting; and

**WHEREAS** a public meeting was held on July 21, 2025, with 11 residents in attendance, and was streamed live on the Town's YouTube channel. Residents were given until July 25, 2025, to submit their comments; and

**WHEREAS** only 1 person in attendance at the public meeting asked questions regarding the intended purpose of the rezoning request and no written comments were submitted to the Town regarding this proposed rezoning.

**BE IT RESOLVED** Bylaw #45V, a bylaw to amend the Town of Stratford Zoning and Development Bylaw, Bylaw #45, be hereby read and approved for a first time.

Question: **CARRIED**

f) **Resolution PH039-2025 - VA001-25 - Shaun Coady – Side Setback Variances (Proposal #2)**

**Moved by Councillor Ron Dowling  
Seconded by Councillor Gordie Cox**

**WHEREAS** an application has been received from Shaun Coady. for a Variance to a side setback for a proposed addition (DP019-25 two vehicle garage) to the existing dwelling at 10 Ledwell Lane on PID 329649 within the Low Density Residential Large Lot (R1L) Zone; and

**WHEREAS** the required minimum side yard setback is 12 feet, and the proposed side yard setback is only 7 feet, which represents a variance of 41%;

**WHEREAS** the existing lot is legal non-conforming lot (substandard size) and the existing dwelling is a legal non-conforming dwelling (substandard front yard setback);

**WHEREAS** pursuant to subsection 6.1.2. of the Zoning and Development Bylaw #45, Variance applications shall demonstrate one of several tests for justifying a Variance approval. This application has been considered against the following tests:

- a) *the lot in question has peculiar conditions, including small Lot size, irregular Lot shape, or exceptional topographical conditions, which make it impractical to develop in strict conformity with Bylaw standards;*
- b) *strict application of all Bylaw standards would impose undue hardship on the Applicant by excluding the Applicant from the same rights and privileges for reasonable Use of his/her Lot as enjoyed by other persons in the same zone; and*
- c) *the Variance is consistent with the intent and purpose of the Official Plan;*

**WHEREAS**, pursuant to Section 8.12.1(d) Council may grant a variance to the rear yard, front yard or side yard setback requirements to an extent that is reasonable and feasible and does not compromise the safety, convenience of the character of the neighbourhood and may issue a permit on a non-conforming lot;

**WHEREAS** on July 3, 2025, in accordance with subsection 6.1.6. where a Variance in excess of ten percent (10%) is being requested, fifteen (15) notification letters were sent to property owners who own parcels of lands which are located in whole (or in part) within sixty-one metres (61 m) or two hundred feet (200 ft.) from any lot line of the parcel being proposed for the Variance. Two (2) response letters were received before the comment deadline on July 25, 2025; and

**BE IT RESOLVED** that approval be granted to an application from Shaun Coady for a Variance to a side yard setback for a proposed addition to the existing legal non-conforming dwelling at 10 Ledwell Lane on PID 329649 within the Low Density Residential Large Lot (R1L) Zone subject to the following conditions:

1. The minimum side yard setback for the proposed addition shown in DP019-25 (Proposal #2) is granted a variance of 41% and must be a minimum of 7 ft.
2. That the proposed addition shown on DP019-25 (Proposal #2) must comply with all other relevant provisions of the Town of Stratford Zoning and Development Bylaw, Bylaw #45 are met.

**Discussion:**

Mayor Ogden acknowledged the efforts of the Planning Department and the cooperation of the property owner in working to meet the town's requirements while achieving their intended outcome. The Mayor highlighted this as a positive example of collaboration between the town, the property owner, and neighbors to arrive at a satisfactory solution.

Question: **CARRIED**

g) **Resolution PH040-2025 - VA007-25 - Edward Bradbury – Flanking Side Setback Variance**

**Moved by Councillor Ron Dowling**  
**Seconded by Deputy Mayor Steve Gallant**

**WHEREAS** an application (VA007-25) has been received from Edward Bradbury for a Variance to the flanking side yard setback for a proposed accessible secondary suite addition to the existing accessible dwelling at 47 Macdonald Road on PID 463638 within the Low Density Residential (R1) Zone; and

**WHEREAS** the required minimum flanking side yard setback is 15 feet and the proposed setback for the addition is only 12 feet, which represents a variance of 20%;

**WHEREAS** pursuant to subsection 6.1.2. of the Zoning and Development Bylaw #45, Variance applications shall demonstrate one of several tests for justifying a Variance approval. This application has been considered against the following tests:

- d) *the lot in question has peculiar conditions, including small Lot size, irregular Lot shape, or exceptional topographical conditions, which make it impractical to develop in strict conformity with Bylaw standards;*
- e) *strict application of all Bylaw standards would impose undue hardship on the Applicant by excluding the Applicant from the same rights and privileges for reasonable Use of his/her Lot as enjoyed by other persons in the same zone; and*
- f) *the Variance is consistent with the intent and purpose of the Official Plan;*

**WHEREAS** on April 17, 2025, in accordance with subsection 6.1.6. where a Variance more than ten percent (10%) is being requested, eleven (11) notification letters were sent to property owners who own parcels of lands which are located in whole (or in part) within sixty-one metres (61 m) or two hundred feet (200 ft.) from any lot line of the parcel being proposed for the Variance,

**WHEREAS**, a petition in support of the proposal, signed by 9 adjacent landowners, was submitted with this application and no additional written correspondence was received;

**WHEREAS**, as the design specifics required under the Building Code for Accessible Dwellings, make it harder for these types of buildings to be built in strict conformity with the Standard Zoning Bylaw development standards, this proposal meets the variance test identified in Subsection 6.1.2(b);

**BE IT RESOLVED** that approval be granted to the application VA007-25 from Edward Bradbury for a Variance to the flanking side yard setback for a proposed accessible secondary suite addition to the existing accessible dwelling at 47 Macdonald Road on PID 463638 within the Low Density Residential (R1) Zone subject to the following conditions:

1. The minimum flanking side yard setback for the proposed secondary suite addition shown in is granted a variance of 20% and must be a minimum of 12 ft.
2. That the proposed secondary suite addition shown in VA007-25 must comply with all other relevant provisions of the Town of Stratford Zoning and Development Bylaw, Bylaw #45 are met.

**Discussion:**

Councillor Dowling initiated the discussion, expressing support for the resolution and emphasizing the rarity and importance of fully accessible suites in Stratford. He commended the applicant for engaging directly with neighbors and noted the general support from surrounding residents. He also pointed out that the lot design allows for adequate setbacks, minimizing any potential impact.

Deputy Mayor Gallant echoed the support, praising the thoroughness of the application and the proactive communication by the proponents. He highlighted the efficiency of the process and expressed appreciation for the collaborative efforts between the applicants and staff.

Councillor Jackson also voiced strong support, commending both the applicants and town staff for their efforts. He shared a personal connection to accessibility needs and appreciated that Stratford is fostering inclusive development. He concluded by acknowledging the project as a positive reflection of the community's values.

Question: **CARRIED**

h) **Resolution PH041-2025 - DP070-25 – T & C Investments - Cond. Use (4 Unit Townhouse) - Smallwood Terrace**

**Moved by Councillor Ron Dowling**  
**Seconded by Councillor Gordie Cox**

**WHEREAS** an application has been received from T & C Investments to construct a 4-unit townhouse complex, on PIDs 1148147 and 1148121 at 2-8 Smallwood Terrace. A “Townhouse complex (of up to 6 dwelling units), up to 40% of a block” is a Conditional use within the Medium Density Residential (R2) zone.

**WHEREAS** pursuant to Section 11.3.3 of the Town of Stratford Zoning and Development Bylaw #45, prior to the issuance of a Development Permit for a Conditional Use, Council shall ensure that property owners that directly about the subject property are notified in writing and asked to provide their comments.

**WHEREAS** on July 7, 2025, three (3) notification letters were sent to abutting property owners The property owners were given until 4:00 pm on July 28, 2025, to provide comments on the proposed Conditional Use Permit. No correspondence was submitted to the town;

**BE IT RESOLVED** that Council shall Grant approval to application DP070-25 from T & C Investments to construct a 4-unit townhouse complex, on PIDs 1148147 and 1148121 at 2-8 Smallwood Terrace, subject to the following:

1. A detailed site plan showing the information required under Section 7.3.5 of the Zoning Bylaw.
2. That a Development Agreement be executed between the Town and the Applicant subject to such terms and conditions as Council deems necessary.
3. A detailed servicing plan must be submitted for approval to the Stratford Utility Corporation.
4. A detailed stormwater management plan must be prepared by a qualified engineer and approved by both the Town of Stratford and DOT.
5. A detailed Erosion and Sedimentation plan must be prepared showing how erosion and sedimentation will be controlled and contained during construction.

6. Prior to the issuance of the occupancy permit for the new dwellings, a final grading plan must be submitted and approved by the Town of Stratford.
7. All other relevant provisions of the Town of Stratford Zoning and Development Bylaw #45 are met.

**Discussion:**

Councillor Dowling expressed support for the resolution, clarifying that he is in favor of densification when done in an orderly manner that respects the character of existing neighborhoods, particularly R1 zones. He noted that the area has already experienced significant densification and emphasized the importance of neighbor feedback, stating there appeared to be no opposition. Given that the proposed development aligns with the neighborhood's character and includes detailed conditions to minimize impact on adjacent properties, he voiced his support.

Deputy Mayor Gallant noted that the proposed Kelly Heights multi-use development blends well with the surrounding neighborhood, referencing nearby 6-unit and 3-unit buildings. He commended the developer for collaborating with planning staff to make the proposal work effectively.

Councillor Jackson added that although this is a special permitted use, the town is seeing several successful examples of stacked semis. He suggested considering their inclusion as a permitted use in future planning documents, such as the new Official Plan and Development Bylaw.

Question: **CARRIED**

- i) **Resolution PH042-2025 - RZ004-25 - Grove Developments Ltd. – Zoning Bylaw Map Amendment – R1 to R2 – 24-unit Townhouse Complex off Swallow Drive – PIDs 912410, 677344, 677336, 677328, and 190082**

**Moved by Councillor Ron Dowling  
Seconded by Councillor Jill Chandler**

**WHEREAS** an application has been received from Grove Developments Ltd. requesting to rezone five lots located off of Swallow Drive from the

Low Density Residential (R1) zone to the Medium Density Residential (R2) zone;

**WHEREAS** the applicant is proposing to construct a two 12-unit Stacked Townhouse complexes across 4 of the lots and use the 5th lot as access to each lot. Stacked Townhouses are listed as conditional or special permit uses, depending on the percentage of lots within a block; and

**WHEREAS** pursuant to the Provincial Planning Act and Section 3 of the Town of Stratford Zoning and Development Bylaw, Council must hold a Public Meeting to receive comments from the public on the proposed application; and

**BE IT RESOLVED** that a public meeting (date to be determined by staff) be held to solicit input from residents on an application to rezone parcel numbers 912410, 677344, 677336, 677328, and 190082 (approx. 2.53 acres in total) from the Low-Density Residential (R1) Zone to the Medium Density Residential (R2) Zone.

**Discussion:**

Deputy Mayor Gallant inquired about the status of connecting Swallow Drive to the adjacent street. Planning staff explained that there are two property owners between the two sections of Swallow Drive, the Grove development and a third party. Both must build the road to complete the connection. The Province requires that Swallow Drive be connected as part of the long-term plan, allowing access from both Mason Road and the other adjoining road.

Question: **CARRIED**

j) **Resolution PH043-2025 - DP092-25 - JDLB Holdings - Special Permit- Stacked Semi - Public Meeting**

**Moved by Councillor Ron Dowling**  
**Seconded by Councillor Jody Jackson**

**WHEREAS** application has been received from John Davidson, owner of JDLB Holdings, to construct a Stacked Semi-Detached Dwelling at 95 & 97 Smallwood Terrace (PID 1178078). Within the Medium Density Residential (R2) zone, Stacked Semi-Detached Dwellings are listed as a Special Permit Use;



**WHEREAS** pursuant to sections 8.16.1(d) & (e) in the Zoning and Development Bylaw #45, Council shall ensure that property owners within 61 m (200 ft.) of the subject property are notified in writing and asked to provide their comments; and ensure that a public meeting be held to allow residents to provide their input before making a decision; and

**BE IT RESOLVED** that a public meeting be held on a Date/Time to be determined by Staff and the Planning, Development and Heritage Committee in order to provide an opportunity for the applicant to present the proposed Use to residents and obtain their input regarding the Special Permit Use.

Question: **CARRIED**

### 13. INFRASTRUCTURE

- a) The Report was included in the package for Council to review.  
Deputy Mayor Gallant reviewed the report as follows:

Design work being completed for Myrtle Street Extension, Zakem Sewer Lift Station Upgrades, Reeves Estates Watermain Distribution Replacement; Sewer Lift Station Standby Generators; and Shepard Drive parking lot; The Glen Stewart Drive Multi-Purpose Trail is under construction and scheduled to be completed prior to the start of the school year; Repair work on the watermain crossing the Trans Canada Highway at Jubilee/Kinlock is now complete. Once testing is completed and passed, the section will be returned to operation; and Repairs have been completed on the water reservoir, and it is now back in operation. The Sump Pump Redirection Rebate program continues with funding remaining. We encourage customers to call for more information on the eligibility of the program and to sign up before things get busy with the program again in the fall.

Infrastructure Staff has also been busy with the following:

- Maintenance, landscaping and grass cutting continues at all town owned properties;
- Assisted with preparations and setup for the Pride parade and Pride in the Park;
- Assisted with surface preparations for wall murals at the Waterfront Park and Pondsides park;

- Speed radar monitoring and speed hump installation is ongoing with humps installed on Glen Stewart Drive, Hollis Avenue, Aptos Drive, Emmalee Drive, Brookside Drive, Heron Drive, MacDonald Road and Harlandview Drive;
- Scraping and painting the exterior of Robert Cotton Centre continues;
- Bylaw inspection, enforcement, and follow-up continues to be busy;
- Coordinating and overseeing water and sewer service installation for the pickleball facility;
- Sewer and water component maintenance such as valve exercising, straightening valve boxes, raising/lowering manhole covers, repairing curbstop boxes, hydrant servicing/repair/flushing etc., is ongoing;
- Water and sewer inspections, meter installations and water turn-ons for new development are ongoing;
- Ongoing inspection and maintenance of water and sewer systems and facilities; and
- Managing ongoing customer and resident inquiries and concerns.

During the month of July there were no sewer or water emergencies. There was a water service leak repaired on the customer side on MacIntosh Drive and a water service leak repair on utility side along the Trans Canada Highway. There was a sewer blockage on the customer side of a sewer lateral on Kinlock Road which was addressed by the property owner.

Councillor Jackson raised a concern about a large hole or bump on the ramp turning off the highway near the Shell and Tim Hortons, likely related to recent sewer work. Jeannie Woodard, Director of Infrastructure confirmed it was due to utility work, which has now been topped up and leveled. Paving is expected soon after final testing is completed.

Councillor Chandler inquired about the staffing and organization of the recent Pride in the Park event at the waterfront, noting differences compared to Canada Day in terms of infrastructure staff presence and crowd management. Deputy CAO, Jeremy Pierce responded that, as it was the event's first year, there is a learning curve, and while a large complement of staff was involved in preparations and during the event, some adjustments are expected next year following a debrief. Overall, the event was well done, with plans to improve layout and execution for future events.

Mayor Ogden raised a concern regarding the timeline for the Glen Stewart roundabout project, noting that it was originally expected to be completed before the start of the school year. He expressed concern about students having to travel through a construction zone if work extends into September.

Jeannie Woodard, Director of Infrastructure, provided an update, stating that utility relocation work is still underway, with Maritime Electric and Bell Aliant currently on site working on behalf of the province. This work is anticipated to be completed by the end of next week. She further noted that there is one remaining property acquisition that has not yet been finalized, which is causing some delay. However, it is hoped that the roadwork contractor will be able to begin work once the utility relocations are complete.

In response to the Mayor's concerns, Jeannie Woodard, Director of Infrastructure, added that the Province has indicated it will be coordinating with the Department of Education to arrange alternate bus routes and traffic plans during construction. As the project is being led by the Province, the Town is not directly involved but will continue to monitor for updates, particularly regarding school transportation planning.

Mayor Ogden raised a concern regarding hurricane preparedness, noting that while it is hoped another event like Hurricane Fiona does not occur, there is currently a named storm being tracked in the Caribbean. He referenced lessons learned from Fiona and inquired about the Town's readiness in the event of another major storm.

Deputy CAO, Jeremy Pierce noted that while it is hoped another storm like Hurricane Fiona does not occur, current forecasts suggest the potential for a fall season with significant wind events in Prince Edward Island and Atlantic Canada. Deputy CAO, Jeremy Pierce emphasized that both the Town of Stratford and the Province have learned valuable lessons from Fiona.

Deputy CAO, Jeremy Pierce added that a dry-run emergency preparedness exercise was held last fall, and efforts to improve readiness are ongoing. The Town is currently working with the

Emergency Measures Organization (EMO) to obtain 25 emergency response kits. These kits will support the setup of municipal facilities, such as this building or others, to provide assistance to residents in the event of a major weather event or emergency.

Councillor Chandler raised a follow-up question regarding the Town's emergency preparedness. Noting that the Atlantic hurricane season is at its midpoint and that extreme climate related weather events are occurring globally, including wildfires in nearby provinces, she inquired whether the Town's emergency response plan also applies to other types of natural disasters or severe weather events. Specifically, Councillor Chandler asked whether the same protocols and leadership apply in the event of an emergency such as a wildfire requiring evacuation. She sought clarification on whether such decisions would be made locally through the fire department or led by the Emergency Measures Organization (EMO), and how the chain of command might differ depending on the type of event.

Deputy CAO, Jeremy Pierce clarified that the Provincial Emergency Measures Organization (EMO) takes the lead on all disaster response efforts in Prince Edward Island, including hurricanes, typhoons, wildfires, and flooding. EMO is responsible for setting direction and coordinating emergency response activities.

Deputy CAO, Jeremy Pierce noted that one of the lessons learned from Hurricane Fiona was the importance of waiting for formal direction from EMO before opening municipal facilities. In any future disaster scenario, EMO will coordinate directly with key local contacts, including CAO, Jeremy Crosby and other designated individuals, to determine whether and when to activate facilities such as the Town Centre, the Emergency Services Facility, or Cotton Park to support emergency response efforts.

Councillor Chandler asked for clarification on how and when a fire transitions from being handled as a local residential incident to being considered a broader emergency requiring coordination with the Provincial Emergency Measures Organization (EMO).

Councillor Chandler referred to a recent residential fire in a local neighbourhood where the fire department did an excellent job containing the blaze. She inquired about what the trigger would be for

elevating a similar event, should it begin to spread within a neighbourhood into an emergency response situation involving EMO.

Deputy CAO, Jeremy Pierce responded that for virtually any emergency event on Prince Edward Island, including residential fires, someone within the Provincial EMO is typically notified.

EMO then assesses the situation and based on their evaluation, reaches out to the appropriate municipal or regional authorities to coordinate the necessary response if the incident escalates beyond the local level.

Councillor Jackson added that in the event of a forest or wildland fire, the Provincial Forestry Division would likely be among the first to mobilize, alongside the local fire department. He noted that there is a clear response mechanism in place for such events, and that many responders, whether volunteer or paid, serve in multiple roles, including both municipal and provincial fire services.

Councillor Jackson emphasized the importance of wildfire awareness, especially given the extremely dry conditions and the vulnerability of remaining forested areas. Councillor Jackson also highlighted the need for public caution during high-risk periods and acknowledged the dedication of local firefighters, echoing earlier comments from Councillor Dowling.

Deputy CAO, Jeremy Pierce informed Council that the province is currently at Alert Level One, indicating a heightened state of awareness and monitoring due to increased fire risk. He noted that a daily update is circulated to keep everyone informed of evolving conditions.

From a municipal perspective, he shared that both he and Jeannie Woodard, Director in Infrastructure, participated in a tailgate meeting with infrastructure and recreation staff earlier in the week, where fire risk and safe work practices were key discussion points. Staff were reminded to be vigilant and ensure that their activities do not contribute to fire risk. Additionally, the topic was prioritized during the weekly department head meeting on Tuesday, where leaders reviewed operational procedures and emphasized delaying non-essential outdoor work that could pose a hazard under current dry conditions.

Councillor Dowling asked whether there is a specific point at which the Town announces or enacts community cooling centers in response to extreme heat events, noting the increasing frequency of such weather patterns.

Deputy CAO, Jeremy Pierce responded that typically, any official announcement or activation of cooling centers would come from the Provincial Emergency Measures Organization. The Town has not formally declared itself a cooling center; however, popular community locations such as the splash pad tend to naturally attract residents seeking relief during hot weather.

He added that residents are always welcome to visit the Town Hall during normal operating hours for respite from heat conditions.

Community and Business Engagement Manager, Wendy Watts noted that during the recent heatwave in mid-July, the PEI libraries were proactive in offering their facilities as cooling centers and requested that this information be shared with the community. The Town helped broadcast this messaging along with general safety tips for coping with extreme heat. She emphasized that while the Town has not officially designated specific cooling centers, multiple community locations are available for residents' seeking relief from heat. Additionally, the Town has been encouraging residents to check on one another and practice community care during such events.

Deputy Mayor Gallant recalled a previous discussion with Dr. Jane regarding the formation of a dedicated fire response team in Stratford. He expressed support for the idea of establishing a small, qualified team locally to provide immediate assistance during emergencies. Deputy Mayor Gallant emphasized the importance of having local resources ready to respond and encouraged continued exploration of this initiative for future preparedness.

Mayor Ogden acknowledged the importance of Deputy Mayor Gallant's suggestion and confirmed that establishing an emergency response team remains a priority for the Town. The Mayor explained that the goal of the team is to have pre-qualified individuals ready to assist in emergencies, tailored to their skills and willingness to participate. He

mentioned having discussed the initiative with CAO Jeremy Crosby and staff, who are committed to moving it forward.

Mayor Ogden also noted that similar models are in place in other municipalities, providing valuable examples to learn from. He added that Dr. Trevor Jane has offered assistance in this effort, and the Town plans to convene discussions in the coming months to explore implementation.

Despite delays, Mayor Ogden emphasized that the project remains on the Town's agenda.

Deputy Mayor Gallant raised a concern about seniors living alone who may feel isolated during emergencies and want to receive timely information. He explained that while the Mayor is willing to communicate directly, emergency communications are generally coordinated and managed by the Emergency Measures Organization (EMO), which leads the overall response. Deputy Mayor Gallant committed to raising this feedback with the Mayor and staff to explore ways to improve outreach to vulnerable residents during emergency situations.

Councillor Jackson agreed with Deputy Mayor Gallant and emphasized the importance of involving community volunteers to support emergency efforts, particularly in checking on seniors and neighbors. He suggested hosting an information session, potentially led by Dr. Jane, to clarify roles, safety training, and liability issues.

He noted the heavy demands placed on staff during emergencies and stressed the need to reduce their burden by encouraging volunteer involvement.

Councillor Jackson also acknowledged communication challenges experienced during Hurricane Fiona and emphasized that past decisions were made with good intentions. He supported proactive planning to better prepare for future events.

Councillor Chandler emphasized the importance of acting on lessons learned from Hurricane Fiona, which occurred nearly three years ago.

She praised the Town's response efforts and recalled that cleanup continued for months after the event.

Councillor Chandler highlighted the community's heavy reliance on modern technology for communication, which failed during the emergency, leaving many without access to vital information. Councillor Chandler stressed the need for advanced preparedness, including distributing updates and tips ahead of emergencies, so residents can save or print information and have current contact details readily available.

She agreed with previous comments that proactive communication before emergencies is crucial to better support the community.

#### **14. COMMITTEE OF THE WHOLE**

#### **15. SUSTAINABILITY**

- a) The report was included in the agenda package for Council to review.

##### **Tree Planting Update**

Tree planting has been ongoing across several Town-owned properties, aligned with the recommendation from the Stratford Forest Management Plan. This year we planted trees in three large sites which include 2 sites in Fullerton's Creek Conservation Park and at Kinlock Creek Park. A total of 1,108 trees were planted (ranging from approx. 1 to 3 feet in height), along with approximately 130 shrubs to enhance understory diversity and support local wildlife habitat.

Also, several large caliper trees have been planted at various parks to provide more immediate canopy cover. These include plantings at Keppoch Park, William Gate Park, Lantz Park, MacNeil Field, the Soccer Complex, as well as tree replacements and additions at Fullerton's Creek Conservation Park, Town Hall, and the Emergency Services Centre.

Some of the species planted include red oak, striped maple, red maple, sugar maple, white birch, yellow birch, red spruce, black spruce, hemlock, and larch. Planting sites can be viewed here: [Park Planting Sites 2025](#)



**Hero Forest Tree Planting Event** (\*note this event will have happened by the council meeting date)

To celebrate the Town's 30th Anniversary, we will be hosting a community tree planting event at Fullerton's Creek Conservation Park on Tuesday, August 12. This event is supported through funding from Trees for Life as part of their Hero Forest Initiative.

Stratford's Hero Forest is dedicated to honouring all community heroes - past, present, and future - who have contributed to shaping our Town. Community members are welcome to take part in planting a few trees and help us with our tree planting efforts! Our thanks to the Stratford Area Watershed Improvement Group for partnering with us, and Cross Roads Fire Department who are planning to have a fire truck at the event as well.

**Community Garden Composting Event**

The Town, in partnership with the Department of Agriculture, will host a Community Garden Composting Event on Friday, August 22, from 4- 6 PM at Cotton Park. This free public event will introduce two composting systems - the traditional tumbler and the Johnson-Su Bioreactor. Attendees will learn about composting techniques, soil health, and general gardening practices. Demonstrations will take place at the Stratford Community Gardens, and representatives from the Department of Agriculture, along with guest speakers, will be available to answer questions.

**30th Anniversary Book**

Limited copies remain of the Town's 30th anniversary book. We would encourage anyone looking to get a copy for themselves or for a loved one to do so in the near future.

**Diversity & Inclusion Updates**

A number of events and activities have taken place over the summer with support from the Diversity & Inclusion Sub-Committee. It is exciting to have a previous events expanded this year with the support of the Program and Event Coordinator including a larger presence at the Pride Parade, the new Pride in the Park event which has greatly expanded on past pride events held in the Town, and Canada Day. We look forward to further partnerships and joint projects and events which greatly support and showcase our community.

- b)** The Transit report was included in the agenda package for Council to review.

Councillor Chandler provided a brief update on the transit ridership, noting that numbers have started to rebound, with current ridership at 312. She observed some fluctuations influenced by various factors reported in the media.

Councillor Chandler expressed anticipation for September and October data, which will better indicate ridership trends moving forward. Councillor Chandler also mentioned that discussions continue regarding expanded transit offerings coming to Stratford, as highlighted by Deputy CAO, Jeremy Pierce.

Deputy CAO, Jeremy Pierce added that the Town recently met with Matthew Cassidy to review proposed changes to Stratford's transit routes. The new routing plan aims to improve consistency and increase intra-Stratford connectivity, allowing residents to travel within the town without needing to transfer through Charlottetown.

The revised routes are scheduled to begin on August 26 and will provide hourly service throughout the day, addressing the current midday gap of approximately 3.5 to 4 hours with no transit coverage. Mr. Pierce noted that greater consistency and local accessibility are expected to improve ridership over time, although growth may be gradual.

Councillor Chandler emphasized the importance of obtaining detailed ridership data from T3 Transit, particularly with the upcoming implementation of new routes. She noted that during discussions with Matthew Cassidy, it was indicated that more detailed data could be made available.

She expressed concern that without this information, it will be difficult to accurately assess the impact of service changes or identify where increases in ridership are occurring. Having access to clear analytics will be essential for evaluating the effectiveness of future transit enhancements.

Deputy CAO, Jeremy Pierce explained that one of the challenges in collecting detailed transit data stems from inconsistencies in the farebox systems across the T3 Transit fleet. Currently, there are two to three different types of fareboxes in operation, ranging from older, manual systems to newer, more advanced technology.

He noted that one of the long-term goals is to standardize farebox technology across all 20 buses to ensure consistent and accurate data collection. However, at present, only some buses are equipped with the advanced systems needed for detailed ridership tracking, while others still rely on manual, paper-based methods.

Councillor Chandler stressed the importance of having detailed data on route usage to make informed decisions about transit improvements. While recognizing T3 Transit's efforts and challenges, she noted that overall ridership numbers are not enough. More specific data is needed to ensure the system meets the needs of Stratford residents.

Mayor Ogden requested that staff provide as much transit data as possible, as soon as it becomes available. He acknowledged current limitations but emphasized the importance of promoting the new transit routes ahead of their August 26 launch. He recommended using social media and paid advertisements to ensure residents are well-informed about the updated schedule and hourly service, highlighting the benefit to both the Town and its residents.

Deputy CAO, Jeremy Pierce noted that T3 is currently developing a social media marketing campaign and has been working with Town staff to begin outreach. He added that CATC is exploring social engagement opportunities, such as sessions to help seniors and students become more comfortable using transit. He highlighted the potential for public transit to alleviate pressure on the school bus system by providing alternative options for high school students.

Councillor Chandler suggested using existing advertising spaces on buses and at bus stops, previously used by the Town for campaigns like Remembrance Day, to promote the new transit routes. She noted that buses serve as moving billboards and offer a natural platform for outreach. Mayor Ogden agreed, stating it was a great idea to use the buses themselves to advertise the transit system.

## **16. INTERGOVERNMENTAL AFFAIRS AND ACCOUNTABILITY**

- a)** The report was included in the agenda package for Council to review.

The Town's Key Performance Indicators (KPI's) are being collected from staff as well as the Annual Resident Survey and inputted into the dedicated KPI website platform for release in the near future. This is a large project every year which takes efforts from every department to

collect and report on, but a thank you to Jade Veera who takes the lead on the managing, updating and collection of the data as one of her annual projects.

Regular meetings and conversations continue with both of our Provincial MLA's, and Federal MP. We appreciate the openness of these individuals to meet with us and support our initiatives and events as much as they are able to. Strong relationships are important for the betterment of our community and our overall success.

Throughout the summer staff continue to participate in meetings and work in the area of transit negotiations, revenue sharing, with the RCMP, and the fire company, among other partners in the community.

Mayor Ogden added that he will be meeting with MP for Cardigan, Kent MacDonald, and the federal housing minister on August 19 to discuss potential federal funding for the Community Campus project. He also acknowledged receiving a letter of support from the Premier, which will be forwarded to the federal minister. Mayor Ogden expressed appreciation for the provincial government's support and noted ongoing meetings with local MLAs Jill Burridge and Jenn Redmond.

## **17. INQUIRIES BY MEMBERS OF COUNCIL**

Councillor Chandler highlighted and congratulated Jason Hughes, Recreation Supervisor, who qualified to drive B2B a Horse in the prestigious Gold Cup race. Jason Hughes is also the recent winner of the Governor's Plate, Summerside's equivalent of the Gold Cup. Councillor Chandler and Mayor Ogden expressed well wishes for Jason's success in the upcoming race.

Councillor Cox raised the proposal to rename McNeil Field to Gerard Murnaghan Field, or alternatively, to name another Stratford facility in Gerard's honor. Gerard Murnaghan has been a lifelong promoter of baseball and various sports, especially in the Bunbury region. Despite declining health, his decades of coaching and significant contributions to the school and Stratford community were highlighted. Councillor Cox expressed strong support for recognizing Gerard's legacy in this way.

Mayor Ogden confirmed having discussed the proposal with Deputy CAO, Jeremy Pierce. He acknowledged that recognizing Gerard Murnaghan's contributions is under consideration. The Mayor recalled Gerard's involvement on the baseball executive during his own coaching days and fully supported giving Gerard any deserved recognition for his community efforts.

During recent hot weather, Deputy Mayor Steve Gallant, visited the splash pad with his grandson and observed the bathrooms were exceptionally clean. Positive feedback was received from park visitors about the facility's maintenance.

## 18. OTHER COMMITTEES

### a) **Stratford Seniors Complex**

Deputy Mayor Gallant noted that the following is an overview of projects and items being worked on:

- Contractor was in to fix a fridge in a unit.
- Contractor was fixing the door on an oven in a unit.
- Gardens are looking much better this year at the complex. • In the fall, we are going to look at removing some plants that are close to the building that the tenants are not caring for.
- There are currently 25 people on the waiting list.

Councillor Dowling commented that several people from other communities have expressed how impressed they are with Stratford's well-maintained gardens and green spaces. The beauty of the community is attributed to the dedication and hard work of the town's staff.

## 19. APPOINTMENTS TO THE COMMITTEES

### a) **Resolution CW009-2025 Committee Member Appointments**

**Moved by Councillor Ron Dowling**  
**Seconded by Councillor Gordie Cox**

**WHEREAS** Council has established a number of Standing Committees and Sub-committees in the Council Procedural Bylaw, Bylaw # 47, to advise and assist Council in its deliberations; and

**WHEREAS** the Bylaw provides for the appointment of residents and stakeholders by Council to provide public input to Council in its deliberations.

**BE IT RESOLVED** that the following resident be appointed to the Standing Committee for the remainder of a two-year term ending on November 30, 2026, as follows:

**Safety Services Committee**

- Nicole Unterlander

Question: **CARRIED**

Deputy Mayor Steve Gallant and Mayor Ogden expressed gratitude for residents who volunteer on town committees, highlighting that Stratford benefits greatly from their expertise and experience. The community is stronger thanks to their valuable input and active participation.

**20. PROCLAMATIONS**

Nil

**21. OTHER BUSINESS**

Mayor Ogden expressed sincere condolences to Councillor Jackson and the Campbell family on the passing of Debbie Campbell, Councillor Jackson's mother-in-law and Jillian's mother. Debbie was a Stratford resident for about 30 years. The family appreciates the town's sympathy.

**22. ADJOURNMENT**

There being no further business, the meeting was adjourned at 7:16 p.m.

X

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CAO, Jeremy Crosby

X

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Mayor, Steve Ogden