



City of Barrie

70 Collier Street (Box 400)
Barrie, ON L4M 4T5

Minutes - Final General Committee

Wednesday, November 16, 2016

6:30 PM

Sir Robert Barrie Room

GENERAL COMMITTEE REPORT

For consideration by the Council of the City of Barrie on November 21, 2016

The meeting was called to order by Mayor Lehman at 6:40 p.m. The following were in attendance for the meeting:

- Present:** 9 - Mayor, J. Lehman; Councillor, B. Ainsworth; Councillor, R. Romita; Councillor, D. Shipley; Councillor, B. Ward; Councillor, P. Silveira; Councillor, M. Prowse; Councillor, S. Morales; and Councillor, M. McCann
- Absent:** 2 - Councillor, A. Prince; and Councillor, A. Khan

STAFF:

Chief Administrative Officer, C. Ladd
City Clerk/Director of Legislative and Court Services, D. McAlpine
Deputy City Clerk, W. Cooke
Director of Internal Audit, S. MacGregor
Director of Legal Services, I. Peters
Director of Planning and Building Services, S. Naylor
Executive Director of Access Barrie, R. James-Reid
Executive Director of Innovate Barrie, R. Bunn
Executive Director of Invest Barrie, Z. Lifshiz
General Manager of Community and Corporate Services, P. Elliott-Spencer
General Manager of Infrastructure and Growth Management, R. Forward
Manager of Communications and Marketing, C. Harris.

The General Committee met and reports as follows:

SECTION "A"

16-G-265

COUNCIL PRIORITIES 2014-2018 MID TERM UPDATE

Mayor J. Lehman provided opening remarks related to the purpose of the meeting, noting it was a review of the Strategic Priorities set by Council at the half way mark of the term.

Carla Ladd, Chief Administrative Officer provided an overview of the format of the presentation indicating that members of the Executive Management Team would provide details on projects related to each of the Strategic Priorities for the 2014-2018 term and instead of focusing on the initiatives identified in the slide deck that was circulated, they would be focusing on new initiatives.

C. Ladd identified that the first priority to be highlighted was "Vibrant Business Community" and she noted the associated key objectives.

Zvi Lifshiz, Executive Director of Invest Barrie discussed projects currently being undertaken in support of the "Vibrant Business Community" priority including the establishment of a Global Start-Up Community and the current progress and successes related to this objective. He highlighted the success and growth of the Lego Robotics initiative. Z. Lifshiz also provided details regarding the trade delegation to the International Manufacturing Technology Show in Chicago. He described the networking opportunities that it provided for local businesses, the strengthening of the awareness of the City of Barrie as a potential business location and the current prospects resulting from attendance at the Show.

Members of the Committee provided comments, asked questions and received responses from the Mayor and City staff related to:

- The types of business sector opportunities being explored in addition to those related to technology;
- The challenges associated with manufacturing being included as part of the Start-Up Program; and
- The advantages that the City of Barrie can offer as it attracts businesses associated with the food industry.

C. Ladd identified that the second priority to be highlighted was “Responsible Spending” and she noted the associated key objectives. Richard Forward, General Manager of Infrastructure and Growth Management provided details concerning the Infrastructure and Neighbourhood Renewal Program including the investment in local road construction, rehabilitation and preservation.

Rhonda Bunn, Executive Director of Innovate Barrie discussed how the concept of innovation has expanded throughout the Corporation including the development of an Innovatology Program that afforded the opportunity for staff to be trained as innovation coaches and the recognition of staff for developing innovative approaches that create efficiencies and/or avoid costs. She highlighted two of the ideas developed through the Innovatology Program, one being the Pothole/Manhole application and the second, a Salt Management Program.

Rebecca James-Reid, Executive Director of Access Barrie highlighted the citizen engagement tools associated with educating and engaging residents on the Budget and Business Plan, including an insert in the water bill and the new educational tools currently on website for the 2017 Business Plan and budget related videos. R. Bunn provided details related to applications that are currently under development that will eventually automate approximately 50-60% of the City’s business processes.

Members of the Committee provided comments and asked questions and received responses from the Mayor and City staff related to:

- The go-live dates for the applications;
- The benefits associated with more accurate/current data and real time reports;
- Members of Council acquiring access to Insite;
- The potential for customized dashboards to enable members of Council to monitor the status of projects and initiatives; and
- The name change of ERP to Project Connect.

C. Ladd identified that the third priority to be highlighted was “Inclusive Community” and she noted the associated key objectives. She discussed the success of the initiatives including the Ghost Bus Tour and the complimentary recreation passes were as an alternative Halloween treat. Mayor Lehman commented that staff are reviewing the implications of expanding the program.

C. Ladd detailed the success associated with the Licence2Ride Program including the amount of passes purchased and the increase in transit ridership during the summer months. She remarked on the success of the Waterfront Fitness Program, noting that the Program has received international accolades.

R. James-Reid provided details regarding the MyBarrie page on the City of Barrie website. She noted that this page provides residents with the opportunity to learn and participate in City initiatives. She indicated that residents can also post pictures demonstrating their civic pride and attendance at public locations. R. James-Reid noted that camera brackets have been set up at locations throughout the City with more to be installed.

C. Ladd commented that affordable housing is a top priority and the initiatives being undertaken to highlight its importance including the adoption of various planning policies and the posting of progress barometers in recreation centres and on the website.

C. Ladd identified that the fourth priority to be highlighted was "Well Planned Transportation" and she noted the associated key objectives.

R. Forward provided some facts associated with the new interchange at Cundles Road and Duckworth Street.

R. James Reid highlighted some of the initiatives being undertaken related to Transit Services including, the redesign of the system, service changes, the new transit garage, the performance based contract, electronic fare boxes, and an agreement with Metrolinx for storage of their transit buses.

Members of Committee provided comments and asked questions and received responses from City staff related to:

- Accepted payment methods for the electronic fare boxes; and
- The number of Metrolinx buses being stored and related compensation being received for maintenance performed by the City.

R. Forward provided details associated with the success of the Pothole Application and improved accuracy of the information collected.

Members of Committee provided comments and asked questions and received responses from City staff related to:

- Whether contracted crews were used in addition to City of Barrie staff for pothole repairs;
- The details of and efficiencies associated with the Pothole Application;

- The difference between the Pothole Application and Ping Street Application; and
- The advantages associated with the increase in accuracy and level of detail related to insurance claims.

In closing, C. Ladd commented that the presentation was intended to showcase the progress related to Council's strategic priorities. She requested feedback on moving forward on the items identified and if anything of significance was missed that the Executive Management Team should turn their attention to, or initiatives to pursue prior to the end of the Council term.

Mayor Lehman indicated that the intent is not to establish four new goals, but to review or add something new associated with the current goals.

Members of General Committee provided the following comments and questions and received responses from City staff:

- An overall satisfaction with the established priorities and acknowledgement of the work of staff in achieving them;
- An interest in quantifying the progress towards achieving goals set within the Strategic Priorities, including providing annual progress reports to Council in addition to the mid-term check-in;
- The need to set clear and concise targets and measurements when Council establishes their priorities at the beginning of their term;
- The need to look at current key performance indicators used by Departments;
- The status of occupancy at the building located at Collier and Mulcaster;
- The status of the transit terminal;
- The project status, approach and completion timelines associated with the First Responders' Campus and that Operations will no longer be part of the campus as a satellite materials/equipment yard in the south-end would be more beneficial;
- The Neighbourhood Renewal Program and how projects are being moved from design to implementation phases and the addition of other areas to the program;
- The locations of temporary burn structures and the permanent location that is being considered at the First Responders' Campus;
- The status of the Meridian Place project at Memorial Square including design and construction timelines;
- The status of a hotel within the downtown;
- Methods to deal with pedestrian safety in neighbourhoods;
- The contract provisions associated with the development of Meridian Place that have been established including established touch points with Council;

- Consideration of the timing of the widening of sidewalks along Dunlop Street to avoid a second round of construction in the area of the Meridian Place Project;
- The status of the fundraising associated with Meridian Place;
- The downtown revitalization efforts;
- The benefits associated with a more focused approach this term of Council;
- The level of success and support required related to the Barrie Business Ambassadors' Program; The potential to utilize students from Georgian College to assist the Barrie Business Ambassadors through cold calling business prospects;
- The concerns associated with the amount of debris and garbage in the downtown, the interest in installing ashtrays to alleviate some of the litter and possibly including funds within the 2017 Business Plan for small projects;
The filling of the vacancies in in the Planning and Building Services Department and being adequately staffed to address future growth;
- A goal of having the Allandale Train Station open by the end of the term;
- The status of the Allandale Train Station project including the issuance of a Request for Proposals for an archeologist, related discussions with the First Nations, potential interior work to attract tenants to the buildings and the community's interest in viewing the interior of the buildings;
- The need to review the current site plan process to ensure that it is not a hindrance in attracting businesses to Barrie;
- Methods to improve the challenges local employers are facing in attracting employees including shuttle buses to local employers and facilitating job fairs;
- The concerns associated with employment agencies and the impact on employment and attracting employees;
- The provision of a four year operating forecast based on existing services levels as well as incremental costs related to capital projects as part of the 2017 Business Plan;
- The potential to expedite construction on Bryne Drive and the current status of the project; and
- The need to improve pedestrian traffic safety.

C. Ladd reviewed the status of the Ideas in Motion Action Plan including the main ideas related to the priorities associated with:

- Open for Business;
- Alignment;
- Business Ambassadors;
- University Ready; and
- Our Identity.

C. Ladd commented that the last piece out of the Ideas in Motion was the City of Barrie's identity and that the purpose of the next portion of the review of the Strategic Priorities was to obtain feedback related to a potential new brand profile and logo for the City of Barrie

R. James-Reid advised that the current City of Barrie logo will be celebrating its 25th anniversary in 2017 and that staff have received feedback from the business community regarding the need for a fresh, new look. She commented that an internal team including staff from Invest Barrie and Access Barrie along with the Chief Administrative Officer had engaged local businesses as an advisory team for this project. R. James-Reid discussed the following matters associated with the review:

- The research and input;
- The review of documents and case studies that identified common themes, numerous inconsistent vision statements and the need to ensure that core values are represented in any new brand identity;
- The results of a Business Leaders' Workshop identifying the City of Barrie's strengths;
- The key comments from stakeholder interviews; and
- The results of a resident survey undertaken in early 2015 identifying attributes, reasons for living in Barrie and reasons to operate a business in Barrie.

Cheri Harris, Manager of Marketing and Communications discussed the approach to the rebranding exercise. She displayed preliminary logo designs prepared by staff and discussed the rationale associated with the designs, noting that they meet accessibility standards. C. Harris requested Committee's feedback on the brand promise and preliminary logo designs. She noted that a final report and recommendation would be presented to General Committee at a later date.

Members of Committee provided comments and asked questions related to the brand identity and preliminary logo designs. The Committee members expressed their support for the taglines associated with the brand promise and provided comments and suggestions related to the preliminary logo designs.

In closing, R. James-Reid commented that staff will continue to work on the branding and noted that when it is launched at Committee it will be done in a memorable fashion. C. Ladd thanked Committee for their feedback.

This matter was recommended (Section "A") to City Council for consideration of receipt at its meeting to be held on 11/21/2016.

The General Committee reports that upon adoption of the required procedural motion it met in closed session in the Sir Robert Barrie Room at 9:18 p.m. to receive and discuss a verbal update regarding a confidential litigation matter – Appeals of Official Plan Amendments #038, #039 and #040.

Members of General Committee (with the exception of Councillor, P. Silveira, Councillor, A. Prince and Councillor, A. Khan), the Chief Administrative Officer, City Clerk/Director of Legislative and Court Services, Deputy City Clerk, Director of Internal Audit, Director of Legal Services, Director of Planning Services, Executive Director of Access Barrie, Executive Director of Innovate Barrie, Executive Director of Invest Barrie, General Manager of Community and Corporate Services and General Manager of Infrastructure and Growth Management, were in attendance for the portion of the meeting closed to the public. Members of the press and public were not present for this portion of the meeting.

The General Committee met and reports as follows:

SECTION "B"

16-G-266 DISCUSSION OF A CONFIDENTIAL LITIGATION MATTER - APPEALS OF THE OFFICIAL PLAN AMENDMENTS #038, #039 AND #040.

That motion 16-G-266 contained within the confidential notes to the General Committee Report dated November 14, 2016 concerning the discussion of a confidential litigation matter regarding the appeals of the Official Plan Amendments #38, #39 and #40, be received.

This matter was recommended (Section "B") to City Council for consideration of receipt at its meeting to be held on 11/21/2016.

The General Committee reports upon adoption of a procedural motion, it met in public/open session at 9:32 p.m.

Mayor Lehman provided a brief overview of the nature of the in-camera/closed session portion of the meeting. Mayor Lehman advised that the Committee received and discussed a confidential verbal update concerning a confidential litigation matter – Appeals of Official Plan Amendments #038, #039 and #040. Mayor Lehman stated that with the exception of the procedural matter to move into public/open session, votes were not taken during the portion of the meeting closed to the public.

The General Committee met and recommends adoption of the following recommendation(s):

SECTION "C"

16-G-267 APPEALS OF THE OFFICIAL PLAN AMENDMENTS #038, #039 AND #040.

That staff be authorized to attempt to resolve the last remaining issues involving the Simcoe County District School Board and its appeals before the Ontario Municipal Board and the Mayor and City Clerk be authorized to execute Minutes of Settlement and any ancillary documentation related to the appeals against Official Plan Amendments #038, #039 and #040 that may be resolved in accordance with the confidential strategy discussed on November 16, 2016, with the terms and form of any such documents to be to the satisfaction of the General Manager of Infrastructure and Growth Management and Director of Legal Services. (File: L00)

This matter was recommended (Section "C") to City Council for consideration of adoption at its meeting to be held on 11/21/2016.

The meeting adjourned at 9:33 p.m.

CHAIRMAN