

## REPORT OF THE TRANSPORTATION AND ECONOMIC DEVELOPMENT COMMITTEE

For consideration by the General Committee  
of the City of Barrie on June 6, 2011

The Transportation and Economic Development Services Committee met at 5:30 p.m. on Wednesday, May 18, 2011 in the Council Chambers.

**PRESENT:** Mayor J. Lehman  
Councillor J. Brassard, Chair  
Councillor B. Ainsworth  
Councillor B. Jackson  
Councillor A. Nuttall (left the meeting at 5:44 p.m.)  
Councillor M. Prowse.

**STAFF:** Director of Engineering, W. McArthur (left the meeting at 6:29 p.m.)  
Director of Roads, Parks and Fleet (Acting), D. Friary  
Director of Strategy and Economic Development, H. Kirolos  
General Manager of Community Operations, J. Sales  
General Manager of Infrastructure, Development and Culture, R. Forward  
Manager of Infrastructure Planning, S. Patterson (left the meeting at 6:29 p.m.)  
Supervisor of Transportation Planning, S. Rose (left the meeting at 6:29 p.m.)  
Supervisor – Council Secretariat, L. Pearson.

**The Transportation and Economic Development Committee met and reports as follows:**

### **SECTION "A"**

#### **11-TED-018 THREE-WAY STOP AT THE INTERSECTION OF DOCK ROAD AND GOLDEN MEADOW ROAD**

The Committee met and discussed the feasibility of implementing an all way stop at the intersection of Dock Road and Golden Meadow Road. (11-TED-018) (10-G-355) (10-CMSC-042) (File: T00)

**The Transportation and Economic Development Committee met and recommends adoption of the following recommendation(s):**

### **SECTION "B"**

#### **11-TED-019 ALL-WAY STOP AT THE INTERSECTION OF SUN KING CRESCENT AND ROYAL JUBILEE DRIVE**

That the discussion regarding the feasibility of implementing an all way stop at the intersection of Sun King Crescent and Royal Jubilee Drive be deferred until permanent traffic calming measures are implemented. (11-TED-019) (10-G-356) (10-CMSC-043) (File: T00)

#### **11-TED-020 ALL-WAY STOP AT THE INTERSECTION OF SANDRINGHAM DRIVE AND BIRKHALL PLACE – NORTH SIDE**

That the discussion regarding the feasibility of implementing an all way stop at the intersection of Sandringham Drive and Birkhall Place – north side be deferred until permanent traffic calming measures are implemented. (11-TED-020) (10-G-54) (10-CMSC-041) (File: T00)

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**The Transportation and Economic Development Committee met and reports as follows:**

**SECTION “C”**

**11-TED-021      PRESENTATION – TOURISM BARRIE – TODAY’S TOURIST TOMORROW’S INVESTOR**

Kathleen Trainor, Executive Director of Tourism Barrie provided a presentation entitled “Today’s Tourist Tomorrow’s Investor”. Ms. Trainor commented that Barrie is primarily a corporate travel destination that attracts approximately 182,400 people yearly who visit the area for business purposes. She feels that there is an opportunity for Barrie to develop the corporate leisure travel market. She indicated that Tourism Barrie markets tourism through many social media venues and provides tourist information in five different languages.

Ms. Trainor explained that the Ministry of Tourism has mandated how tourism will be delivered in the Province of Ontario. She commented that in 2012 Regional Tourism Organizations will be funded by a new hotel tax. She feels that the City of Barrie’s hotels will provide almost half of the entire funding for the Regional Tourism Organization for Area 7 and the governance structure of this organization is likely to result in Barrie having less decision-making power or votes proportionate to the funding provided. She feels that the City of Barrie will play a pivotal role in the success of tourism growth in the area.

K. Trainor noted that several research papers and strategic destination plans are being developed. She commented that these plans include a Strategic Destination Plan, Winter Tourism Economic Impact/Research, Waterways Product Development, Digital Database and Mapping, Regional Signage and Way-finding Signage. She noted that Tourism Barrie will be presenting detailed reports on the findings, research and recommendations made in some of the plans.

The Committee asked questions regarding the research underway, the hotel room tax and branding.

**The Transportation and Economic Development Committee met and recommends adoption of the following recommendation(s):**

**SECTION “D”**

**11-TED-022      REGIONAL TOURISM ORGANIZATIONS - FUNDING**

That staff in the Strategy and Economic Development Department in conjunction with Tourism Barrie prepare a letter to be sent to Mr. Chan, Minister of Tourism and Culture with respect to the City’s concerns related to the proportion of decision-making power associated with the proposed governance model and funding sources for Regional Tourism Organizations. (11-TED-022) (File: R00)

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**The Transportation and Economic Development Committee met and reports as follows:**

**SECTION “E”**

**11-TED-023      ECONOMIC DEVELOPMENT UPDATE**

Hany Kirolos, Director of Strategy and Economic Development provided an update on Economic Development activity in the City of Barrie. He commented that the department is engaged with the local business community and noted that job availability in Barrie increased during the first quarter. He stated that building permit statistics for the first quarter were very positive.

The meeting adjourned at 6:37 p.m.

CHAIRMAN