



**Minutes - Final  
General Committee**

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Monday, November 2, 2015

7:00 PM

Council Chamber

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**GENERAL COMMITTEE REPORT**

**For consideration by the Council of the City of Barrie on November 9, 2015**

**The meeting was called to order by Mayor Lehman at 7:00 p.m. The following were in attendance for the meeting:**

**Present:** 10 - Mayor, J. Lehman; Councillor, B. Ainsworth; Councillor, R. Romita; Councillor, D. Shipley; Councillor, B. Ward; Councillor, P. Silveira; Councillor, M. Prowse; Councillor, A. Khan; Councillor, S. Morales; and Councillor, M. McCann

**STUDENT MAYORS:**

Benjamin Mew, Emma King Elementary School  
Tamara Harasym, St. Peter's Catholic Secondary School

**STAFF:**

Chief Administrative Officer, C. Ladd  
City Clerk/Director of Legislative and Court Services, D. McAlpine  
Deputy City Clerk, W. Cooke  
Director of Culture, R. Q. Williams  
Director of Engineering, J. Weston  
Director of Environmental Services, J. Thompson  
Director of Facilities and Transit, K. Bradley  
Director of Planning Services, S. Naylor  
Director of Roads, Parks and Fleet, D. Friary  
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 Environmental Operations, S. Brunet  
Theatre Technician, K. Baker  
Waste Reduction Coordinator, T. Quann-Strasser  
Waste Reduction Coordinator, L. Quinn.

**The General Committee recommends adoption of the following recommendations which were dealt with on the consent portion of the agenda:**

**SECTION "A"**

**15-G-218 BY-ELECTION TO FILL WARD 7 VACANCY (WARD 7)**

That a by-election be held to fill the vacancy in the office of Councillor - Ward 7. (CLK015-15) (File: C7)

**This matter was recommended (Section "A") to City Council for consideration of adoption at its meeting to be held on 11/9/2015.**

**15-G-219 MILITARY HERITAGE PARK COMMUNITY INFRASTRUCTURE PROGRAM (CIP) 150 FUNDING AND APPROVAL (WARD 8)**

1. That the project Military Heritage Park be approved to proceed utilizing funding in the amount of \$572,440 from the Federal Economic Development Agency for Southern Ontario, obtained through the Canada 150 Community Infrastructure Program.
2. That the project 14-16-2351-1662 Military Heritage Park New Development - Part 1 be closed and the committed design funding of \$15,000 be uncommitted from the Tax Capital Reserve.
3. That the design of the Military Heritage Park project be added to the 2015 Capital Plan with funds approved for 2016 in the amount of \$115,000, funded from the Tax Capital Reserve (13-04-0440).
4. That the funding for the construction of the Military Heritage Park project be added to the 2015 Capital Plan in the amount of \$1,144,880 and funded as follows:
  - a) 2016 - \$572,440 (50% funded from Grant and 50% from Tax Capital Reserve); and
  - b) 2017 - \$572,440 (50% funded from Grant and 50% from Tax Capital Reserve).
5. That the Mayor and City Clerk be authorized to execute any agreements, documents or applications under or in connection with the Military Heritage Park Project. (ENG013-15) (File: R04-MI and F11-GR)

**This matter was recommended (Section "A") to City Council for consideration of adoption at its meeting to be held on 11/9/2015.**

**15-G-220****FIRST RESPONDERS CAMPUS - LETTER OF INTENT AND PROJECT UPDATE**

That the General Manager of Infrastructure and Growth Management be authorized to execute a Letter of Intent with the County of Simcoe with respect to negotiating a joint venture agreement for the development and use of a shared facility for a First Responders Campus in the form approved by the Director of Facilities and Transit and the Director of Legal Services. (FCT007-15) (File: E00)

**This matter was recommended (Section "A") to City Council for consideration of adoption at its meeting to be held on 11/9/2015.**

**The General Committee met and reports as follows:**

**SECTION "B"****15-G-221****REGARDING THE CORPORATE SPONSORSHIP STRATEGY**

Rudi Quammie Williams, Director of Culture discussed the proposed Sponsorship Strategy and requested feedback from General Committee after the presentation. Mr. Williams introduced Mr. Bernie Colterman from Centre of Excellence for Public Sector Marketing to provide a presentation regarding the Corporate Sponsorship Strategy.

Mr. Colterman discussed slides concerning the following topics:

- The context associated with the Corporate Sponsorship Strategy;
- Phase 1 of the Strategy including the inventory and valuation of assets and Phase 2, the proposed Strategy;
- The 2015 Municipal Benchmarking Survey concerning municipal involvement and management of sponsorship programs;
- The key municipal challenges related to sponsorship and challenges specific to the City of Barrie;
- The management of expectations as related to sponsorship revenue;
- The benefits associated with sponsoring City of Barrie assets, events and appointments;
- The sponsorship environment and the correlation between the customer, sponsor and sponsee;
- The key recommendations associated with implementing the Sponsorship Strategy including a coordinated approach, approval of assets to be marketed, strategic revenue allocation and the identification of potential new revenue;

- The potential new revenue sources identified from the inventory of the City's assets, events, services and programs;
- A cost/benefit analysis of the Strategy; and
- The proposed Action Plan for late 2015/early 2016.

Members of General Committee asked a number of questions of Mr. Colterman and staff and received responses.

**This matter was recommended (Section "B") to City Council for consideration of receipt at its meeting to be held on 11/9/2015.**

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

**SECTION "C"**

**15-G-222 REQUEST FOR HEIGHT EXEMPTION FROM SIGN BY-LAW 2005-093 - CUNDLES RD E / DUCKWORTH STREET (WARD 3)**

1. That Penady (Barrie) Ltd. be granted a height exemption of 11.575 metres from By-law 2005-093 as amended section 12.3.1.1.1. to permit the installation of a ground sign on the property of Cundles Road East S/S - Vespra Concession 3 East Part Lot 21 RP 51R35759 Parts 5 to 7, 22 and 23 (Cundles Road East and Duckworth Street), Barrie to a maximum overall height of 19.075 metres from the finished level at the base of the supporting structure.
2. That Penady (Barrie) Ltd. be required to obtain and submit to the City of Barrie proof of authorization from the Ministry of Transportation to permit the placement of the signs within the 400 series highway corridor prior to the placement of such ground sign.
3. That Penady (Barrie) Ltd. be reminded to make application for and obtain from the City of Barrie a Building Permit prior to the construction of such ground sign and the ground sign be located in compliance with the required setbacks as stated in By-law 2005-093 as amended. (BBS004-15) (File: D11-1604 and D11-1675)

**This matter was recommended (Section "C") to City Council for consideration of adoption at its meeting to be held on 11/9/2015.**

**SECTION "D"****15-G-223****RESIDENTIAL MULTI-UNIT WASTE DIVERSION STRATEGY**

1. That staff be authorized to implement the provision of a Front End Bin Garbage Collection Service for the Multi-Unit Residential Sector commencing January 1st, 2017, and subject to the satisfaction of the Director of Legal Services, and that the Mayor and City Clerk be authorized to execute such contract revisions.
2. That a phased in approach to the implementation of a municipally provided Front End Bin Garbage Collection service be approved based on the following criteria:
  - Mandatory participation in the Multi-Unit Residential Source Separated Organics (SSO) Program;
  - Mandatory participation in the Multi-Unit Residential Recycling Program;
  - Compliance with a two (2) bag garbage limit every other week per multi-unit residential unit as specified through an approved bin size;
  - For mixed-use properties, mandatory physical separation of residential waste and commercial waste;
  - The use of the curbside collection service in addition to the front end bin collection service be prohibited;
  - Leaf and yard waste not be permitted in front end bins;
  - Household hazardous waste not be permitted in front end bins; and
  - Bulky items and white goods not be permitted.
3. That the phased in termination of the Landfill Tipping Fee Exemption Program be approved.
4. That there be no provision for a Rebate Program.
5. That the Front End Bin Garbage Collection Service be approved to continue to exclude ICI sector waste including the exclusion of ICI waste from mixed use buildings.

- 6. That the Planning Services Department be directed to prepare a report and schedule a Public Meeting to investigate the desirability of revising the Zoning By-law, and Urban Design Manual as required, to require property owners of new multi-unit residential properties to accommodate full waste management services on site.
- 7. That the addition of a permanent Waste Reduction Coordinator position for the implementation and maintenance of a Multi-unit Residential Collection Program, effective June 2016, be approved. (ENV004-15) (File: E00)

**This matter was recommended (Section "D") to City Council for consideration of adoption at its meeting to be held on 11/9/2015.**

**SECTION "E"**

**15-G-224 BRADFORD STREET REPLACEMENT OF YIELD SIGN WITH STOP SIGN**

- 1. That Traffic By-law 80-138 Schedule "O" "Yield Right of Way" be amended by deleting the following:

|               |         |                 |
|---------------|---------|-----------------|
| Column1       | Column2 | Column 3        |
| Tiffin Street | East    | Bradford Street |

- 2. That Traffic By-law 80-138 Schedule "S" "Providing For The Erection of Stop Signs At Intersection" be amended by adding the following:

|                                   |   |
|-----------------------------------|---|
| Column 1                          | Column 2  |
| Tiffin Street and Bradford Street | Westbound channelized right turn on Tiffin Street to northbound Bradford Street |

(RFP008-15) (File: T07-SI)

**This matter was recommended (Section "E") to City Council for consideration of adoption at its meeting to be held on 11/9/2015.**

**ENQUIRES**

**A member of General Committee addressed an enquiry to City staff and received a response.**

**ANNOUNCEMENTS**

**Members of General Committee provided announcements concerning a number of matters.**

**ADJOURNMENT**

The meeting adjourned at 9:40 p.m.

**CHAIRMAN**