



City of Barrie

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

Minutes - Final Transportation and Economic Development Committee

Wednesday, May 2, 2012

7:00 PM

Council Chamber

For consideration by the General Committee of the City of Barrie on May 28, 2012.

The Transportation and Economic Development Committee met at 7:00 p.m. in the Council Chamber. The following were in attendance for the meeting:

PRESENT:

Mayor J. Lehman
Councillor J. Brassard
Councillor B. Jackson
Councillor M. Prowse
Councillor B. Ainsworth
Councillor J. Robinson.

STAFF:

Chief Administrative Officer, C. Ladd
City Clerk, D. McAlpine
Director of Economic Development, H. Kirolos
Director of Engineering, W. McArthur
Director of Roads, Fleet and Parks, D. Friary
Economic Development Officer, P. Dyck
Economic Development Officer, N. Gavarre
Economic Development Officer, S. Schlichter
Supervisor of Council Secretariat, L. Pearson
Supervisor of Transportation, S. Rose.

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

Councillor J. Robinson joined the meeting at 7:28 p.m.

SECTION "A"

ECONOMIC DEVELOPMENT UPDATE AND ACTIVITY

H. Kirolos, Director of Economic Development provided an update regarding Economic Development in the City of Barrie. He described the work undertaken to date with respect to target sectors, as well as retention, expansion and attraction efforts. He provided a breakdown of the number of businesses in the City of Barrie for by sector 2009 and 2011. Mr. Kirolos reviewed the objectives associated with targeting the "50 Need to Know Companies", the criteria utilized to select the companies and identified target sectors.

The Committee asked several questions related to the information provided.

Councillor J. Robinson provided an overview of the Sports Tourism Market and described the benefits and value of Sports Tourism for municipalities. She explained the Canadian Sport Tourism Alliance (CSTA) Mission and the Sports Tourism Economic Assessment Model (STEAM) utilized to attract and host sport tourism events. She commented that she believes Sports Tourism is Canada's fastest growing sector. Councillor Robinson reviewed the types of sports events associated with Sports Tourism such as the World Hockey Pond Championships. She highlighted local Sports Tourism partners and current partnerships. Councillor Robinson outlined the success factors and trends related to Sports Tourism and described the dimensions associated with sport events. She noted the trends, challenges and issues experienced with Sports Tourism.

The Committee asked several questions related to the information provided.

Councillor J. Robinson left the meeting at 8:16 p.m.

Mr. Kirolos reviewed the trade shows and events planned for the remainder of 2012.

The Committee asked several questions related to the information provided.

Attachments: [Presentation - Economic Development Update.pdf](#)

SPRINGBOARD INNOVATION CENTRE UPDATE

Mr. Frank Berdan, Chair of the SpringBOARD Innovation Centre provided an update regarding the SpringBOARD Innovation Centre. He reviewed the current status of SpringBOARD, where they are going and the challenges they are facing. He provided a map and illustration representing the Commercialization Network for Accelerator Type Centres located within Ontario.

Mr. Jim Payetta of SpringBOARD Innovation Centre explained that a draft memorandum of understanding is being developed with the Waterloo Accelerator Centre to assist with mentoring businesses through a sustainable model. He explained that Waterloo's Accelerator Centre is recognized as the number one accelerator centre globally.

Members of the Committee asked several questions related to the information provided.

REGIONAL TOURISM ORGANIZATION 7 - BRANDING INTERDEPENDENCY

Jeff Schmidt of Regional Tourism Organization 7 provided a presentation regarding Region 7 Branding and Interdependency. Mr. Schmidt provided background information regarding the development of the Regional Tourism Organization 7 (RTO7) and reviewed the mandate of the organization. Mr. Schmidt explained the need to brand the organization and outlined the process utilized to establish the brand. He explained the essence of branding the name "BruceGreySimcoe" for tourism purposes. Mr. Schmidt indicated that the interdependency of Regional Tourism Organization 7 allows for targeted marketing interests and that he feels it motivates consumers at the beginning of the travel decision cycle.

A member of the Committee asked questions regarding the information provided.

Attachments: [Presentation RTO 7.pdf](#)

The Committee recessed at 8:49 p.m. and re-convened at 8:54 p.m.

RAIL SYSTEM UPDATE

H. Kirolos, Director of Economic Development provided an update concerning the freight rail service. He noted that meetings are being arranged with the County of Simcoe and stakeholders regarding the rail system. He commented that staff are continuing to work on potential property sales of land adjacent to the rail system.

TRANSPORTATION NEEDS

The Committee met with W. McArthur, Director of Engineering and S. Rose, Supervisor of Transportation and discussed the sequencing of traffic lights on Essa Road.

WATERFRONT AND MARINA STRATEGIC PLAN UPDATE

W. McArthur, Director of Engineering provided an update concerning the Waterfront and Marina Strategic Plan. He reviewed the work completed by the consultant to date and noted that a Public Information Session has been scheduled for June 26th, 2012 at the Southshore Community Centre to receive comments from the public concerning the proposed Waterfront and Marina Strategic Plan.

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

SECTION "B"

RAQUEL STREET PEDESTRIAN SAFETY REVIEW

1. That an All-Way Stop be installed at the intersection of Esther Drive and Raquel Street.
2. That no additional school crosswalks be installed on Raquel Street between Russell Hill Drive and Esther Drive.
3. That an intersection pedestrian control signal be installed at Raquel Street and Grace Crescent prior to September 2012, if feasible to be funded from the capital tax reserve account in the amount of \$65,000.00.
4. That staff in the Engineering Department investigate the feasibility of installing a variable time flashing 40km/hr zone in the vicinity of Maplevue Heights Elementary School on Raquel Street/Esther Street and report back to General Committee prior to September 2012. (12-A-029) (12-G-038) (ENG006-12) (File: T07-SI)

Attachments: [ENG006-120227.pdf](#)

This matter was recommended to General Committee for consideration of adoption at its meeting to be held on 5/28/2012.

The Committee adjourned at 10:16 p.m.