



Council Meeting Minutes
Tuesday, May 6, 2014
9:30 a.m.
Council Chamber, Town Hall

Mayor M. Morrison (Absent)
D. Beffort
N. de Boer
P. Foley
G. McClure
R. Mezzapelli
Acting Mayor R. Paterak
A. Thompson
R. Whitehead

Chief Administrative Officer: D. Barnes
Director of Administration/Town Clerk: C. deGorter
Director of Development Approval & Planning Policy: M. Hall
Council/Committee Co-ordinator: B. Karrandjas
Director/Chief Financial Officer/Deputy CAO: R. Kaufman
Manager of Corporate Communications: B. Lee
Manager of Economic Development: N. Lingard
Director of Public Works: D. Loveridge
Director of Human Resources: J. Porter
Director of Parks & Recreation: K. Scott
Treasurer: F. Wong

1. **CALL TO ORDER**

Acting Mayor Councillor Paterak called the meeting to order in the Committee Room at 9:40 a.m.

2. **APPROVAL OF AGENDA**

Moved by A. Thompson - Seconded by G. McClure

2014-167

That the agenda for the May 6, 2014 Council Meeting, be approved as amended.

Carried.

3. **CLOSED MEETING**

Council adopted the required procedural motion and resumed in Closed Meeting in the Committee Room at 9:41 a.m.

Moved by G. McClure – Seconded by A. Thompson

2014-168

That Council shall go into closed session under Section 239 of the *Municipal Act* for the purpose of:

- Confidential Report DP-2014-050 re: Advice that is subject to solicitor-client privilege, including communications necessary for that purpose - Minutes of Settlement for ROPAs 16, 20, 22, 24, 26 and 21B
- Confidential Report PREC-2014-004 re: Personal matters about an identifiable individual - Caledon Walk of Fame

Carried.

Councillor deBoer, Councillor McClure, Councillor Paterak, Councillor Foley, Councillor Whitehead, Councillor Beffort, Councillor Mezzapelli, Councillor Thompson, Chief Administrative Officer: D. Barnes, Director of Administration/Town Clerk: C. deGorter, Director/Chief Financial Officer/Deputy CAO: R. Kaufman, Director of Development Approval & Planning Policy: M. Hall, Senior Policy Planner: T. Manley and Manager of Policy & Sustainability: H. Xu, Senior Policy Planner: K. Kurtz and Chris Barnett, Davis Webb LLP were present for this portion of the meeting.

C. Barnett, K. Kurtz, H. Xu and T. Manley left the meeting at 9:54 a.m.

K. Scott, Director of Parks & Recreation, H. Flaherty, Programs & Community Development Manager and E. Burger, Fitness Program Co-ordinator joined the meeting at 9:54 a.m.

Council adopted the required procedural motion at 10:06 a.m. and resumed in Open Session.

Council recessed at 10:06 a.m. and resumed in the Council Chamber at 10:10 a.m.

4. **PRAYER AND O CANADA**

Councillor Thompson resumed the meeting with a prayer, those in attendance joined in singing O Canada.

5. **SUMMARY OF ADDENDUM ITEMS**

Added Correspondence

CP1 Ontario Provincial Police re: Police Week – Calendar of Events dated May 1, 2014

6. **WORKSHOP**– none

7. **INTRODUCTION OF NEW STAFF** - none

8. **DISCLOSURE OF PECUNIARY INTEREST** – none stated

9. **DELEGATIONS/PRESENTATIONS**

With the permission of Council, the order of business for the meeting was altered to permit Delegation 1 - Ron Kaufman, President, Municipal Finance Officers' Association regarding the Government Finance Officers Association Award to be moved to the end of the delegations.

D2 – Jon Hack, Sierra Planning & Management provided a presentation regarding the Caledon Tourism Study (Presentation attached). Members of Council asked a number of questions concerning the information provided and received responses from the presenters and Town staff.

Acting Mayor Paterak thanked Mr. Hack for his presentation.

D3 – OPP Inspector: T. Melanson and Staff Sergeant Mike Garant provided a presentation regarding the 2014 1st Quarter Report. Members of Council asked a number of questions concerning the information provided and received responses from the presenters.

Acting Mayor Paterak thanked Inspector Melanson and Staff Sergeant Garant for their presentation.

D4 – Karen Hutchinson, Caledon Countryside Alliance provided a presentation regarding the Caledon School Garden and Food Network (Presentation attached). Members of Council asked a number of questions concerning the information provided and received responses from the presenters.

Acting Mayor Paterak thanked Ms. Hutchinson for her presentation.

D1 – Ron Kaufman, President, Municipal Finance Officers' Association presented Corporate Services staff with the Government Finance Officers Association Award. He congratulated staff for achieving the award for the second time and expressed his appreciation for their hard work.

10. **REGULAR BUSINESS**

ADM-2014-023 re: Agreement between The Corporation of the Town of Caledon and the Caledon Agricultural Society regarding the use of the lands and baseball diamonds at the Caledon Fairgrounds.

Moved by D. Beffort – Seconded by G. McClure

That Report ADM-2014-023 regarding an Agreement between The Corporation of the Town of Caledon and the Caledon Agricultural Society regarding the use of the lands and baseball diamond at the Caledon Fairgrounds, be received; and

That the Mayor and Clerk be authorized to execute an agreement between The Corporation of the Town of Caledon and the Caledon Agricultural Society.

Council recessed from 11:42 a.m. to 11:44 a.m.

Amendment #1

Moved by N. de Boer – Seconded by D. Beffort

2014-169

That Report ADM-2014-023 regarding an Agreement between The Corporation of the Town of Caledon and the Caledon Agricultural Society regarding the use of the lands and baseball diamond at the Caledon Fairgrounds, be deferred until the May 27, 2014 Council Meeting.

Upon the question of the original Motion moved by Councillor Beffort and seconded by Councillor McClure AS AMENDED by Amendment #1, the Motion was CARRIED.

CS-2014-034 re: 2014 Final Tax Levy and Rates.

Moved by A. Thompson – Seconded by G. McClure

2014-170

That Report CS-2014-034 regarding 2014 Final Tax Levy and Rates, be received; and

That the final property tax rates as identified in Schedule A and B to Report CS-2014-034 be approved; and

That the final property tax due dates be established as Thursday July 3, 2014 and Thursday September 5, 2014; and

That a by-law be enacted for the levy and collection of the 2014 Final Tax Levy.

Carried.

DP-2014-001 re: Notification Distances for Planning Act Applications.

Moved by N. deBoer – Seconded by P. Foley

2014-171

That Report DP-2014-001 regarding Notification Distances for Planning Act Applications, be received.

Amendment #1

Moved by R. Whitehead – Seconded by P. Foley

That the notification distance requirement be increased to 500m for all Official Plan Amendments, Zoning By-law amendments and Plans of Subdivision amendments.

Amendment to Amendment #1

Moved by P. Foley – Seconded by G. McClure

That the matter concerning Notification Distances for Planning Act Applications be referred to a Council Workshop for further discussion.

Upon the question of the original Motion moved by Councillor deBoer and seconded by Councillor Foley, the Motion was CARRIED as Amended by the Amendment to Amendment #1.

PREC-2014-009 re: Ice Storm Update - Street Tree Replacement.

Moved by R. Mezzapelli – Seconded by G. McClure

2014-172

That Report PREC-2014-009 regarding Ice Storm Update - Street Tree Replacement be received; and

That capital project #14-043, the Emerald Ash Borer Mitigation project, be renamed the Street Tree Replacement capital project and the details of the project be changed as outlined in report PREC-2014-009.

Carried.

PW-2014-019 re: Single Source Award for the Albion Bolton Community Centre Parking Lot Paving.

Moved by P. Foley – Seconded by R. Mezzapelli

2014-173

That Report PW-2014-019 regarding Single Source Award for the Albion Bolton Community Centre Parking Lot Paving, be received; and

That the revised cost estimated for capital project 13-55 - Albion Bolton Community Centre Parking Lot Paving of \$530,885 be approved; and

That the budget shortfall in the amount of \$30,885 be funded from the tax funded capital contingency reserve; and

That a contract be awarded to C. Valley Paving Limited as a single source award in the amount of \$494,543.00 (inclusive of non-recoverable H.S.T.) shown as option 1 in Report PW-2014-019; and

That a new 2014 capital project be established for the Rotary Place Parking Lot paving, in the amount of \$30,000 funded from the tax funded capital reserve; and

That the Mayor and Clerk be authorized to sign an agreement with C. Valley Paving Limited for the completion of this work.

Amendment #1

Moved by P. Foley – Seconded by R. Mezzapelli

That paragraph 5 be deleted and replaced with the following:

"That a new 2014 capital project be established for the Rotary Place Parking Lot paving, in the amount of \$30,000 funded from the tax funded capital reserve; and

That if the Rotary Place parking lot project does not take place in 2014, that the \$30,000 remain as a deposit for the purpose of reconstructing the full parking lot in 2015."

Carried

Upon the question of the original Motion moved by Councillor Foley and seconded by Councillor Mezzapelli AS AMENDED by Amendment #1, the Motion was CARRIED.

PW-2014-020 re: Mandatory Membership to the Ontario One Call (On1Call) Service System.

Moved by A. Thompson – Seconded by P. Foley

2014-174

That Report PW-2014-020 regarding Ontario One Call (On1Call) Service System, be received; and

That the Mayor and Clerk be authorized to enter into a service agreement with Ontario One Call; and

That staff be directed to implement a locate request service system at the Town of Caledon to adhere with requirements of the Ontario Underground Infrastructure Notification System Act, 2012; and

That a new 2014 capital project be established in the amount of \$100,000, funded from the tax funded capital contingency reserve, for the On1Call project; and

That one additional full-time headcount to co-ordinate the On1Call program be approved and included in the 2015 operating budget as an unavoidable budget increase; and

That the on-going operating costs of the Ontario One Call (On1Call) Service program, in the amount of \$315,500 (inclusive of one full-time staff person), be included in the 2015 operating budget as an unavoidable budget increase.

Carried.

11. MATTERS ARISING FROM CLOSED MEETING

Confidential Report DP-2014-050 re: Advice that is subject to solicitor-client privilege, including communications necessary for that purpose - Minutes of Settlement for ROPAs 16, 20, 22, 24, 26 and 21B.

Moved by D. Beffort – Seconded by G. McClure

2014-175

That Confidential Report DP-2014-050 regarding advice that is subject to solicitor-client privilege, including communications necessary for that purpose - Minutes of Settlement for ROPAs 16, 20, 22, 24, 26 and 21B, be received; and

That Davis LLP be directed to indicate the Town's agreement to the other government parties and the Ontario Municipal Board; and

That the Mayor and Clerk be authorized to execute the Minutes of Settlement.

Carried.

Confidential Report PREC-2014-004 re: Personal matters about an identifiable individual - Caledon Walk of Fame.

Moved by N. de Boer – Seconded by G. McClure

2014-176

That Confidential Report PREC-2014-004 regarding Personal matters about an identifiable individual - Caledon Walk of Fame 2014 Honoree, be received; and

That staff report back to Council concerning the process for the Caledon Walk of Fame Award and rating system; and

That staff proceed as directed to recognize the 2014 Honouree for the Caledon Walk of Fame.

Carried.

12. COUNCIL COMMUNICATIONS/INQUIRIES AND ANNOUNCEMENTS

Announcements – None.

Urgent Business – None.

Notices of Motion – printed with the agenda - None.

Notices of Motion – None.

Council Inquiries:

Members of Council addressed a number of inquiries and received responses from Town Staff.

13. RECEIPT OF MINUTES

Moved by R. Mezzapelli - Seconded by G. McClure

2014-177

That the minutes of the following meetings be adopted as written and distributed:

- Council Meetings held April 15, 2014 and April 22, 2014
- Closed Council Meeting held April 22, 2014

And that the minutes of the following meetings be received as written and distributed:

- Seniors' Advisory Committee Meeting held November 25, 2013
- Committee of Adjustment Meetings held February 12, 2014 and March 19, 2014
- Heritage Caledon Meeting held March 17, 2014
- Accessibility Advisory Committee Meeting held March 20, 2014

Carried.

14. PROCLAMATIONS

National Day of Honour – May 9, 2014

Moved by P. Foley – Seconded by A. Thompson

2014-178

Whereas His Excellency, the Right Honourable David Johnston, Governor General of Canada issued a Proclamation designating the National Day of Honour; and

Whereas the National Day of Honour is an opportunity to celebrate the strength and resolve of our men and women in uniform, their families and the many communities they call home; and

Whereas a national ceremony will occur on Parliament Hill with veterans of all branches of the Canadian Armed Forces and their families; and

Whereas this will be an occasion to pay tribute to the fallen, the sacrifices of the wounded and the special burden borne by military families; and

Whereas the day will recognize the contributions of Canadian law enforcement, civil society and honour the legacy of these heroes with a national moment of silence;

Therefore be it resolved that the Town of Caledon hereby proclaims May 9, 2014 as a "National Day of Honour" to bring awareness of the Government of Canada's efforts to mark the end of our Country's military mission in Afghanistan; and

Further that a moment of silence will be observed during the Town of Caledon Council meeting on Tuesday May 6, 2014.

Carried.

Council, staff and those present observed a moment of silence to observe the National Day of Honour.

World Lupus Day - May 10, 2014

Moved by A. Thompson – Seconded by G. McClure

2014-179

Whereas Lupus is an autoimmune disease that can cause severe damage to the tissue and organs in the body and, in some cases, death; and

Whereas more than five million people worldwide suffer the devastating effects of this disease and each year over a hundred thousand young women, men and children are newly diagnosed with lupus, the great majority of whom are women of childbearing age; and

Whereas medical research efforts into lupus and the discovery of safer, more effective treatments for lupus patients are under-funded in comparison with diseases of comparable magnitude and severity; and

Whereas many physicians worldwide are unaware of symptoms and the health effects of lupus, causing people with lupus to suffer for many years before they obtain a correct diagnosis and medical treatment; and

Whereas there is a deep, unmet need to educate and support individuals and families affected by lupus; and

Whereas there is an urgent need to increase awareness in communities worldwide of the debilitating impact of lupus;

Now therefore be it resolved that May 10, 2014 is hereby designated as "World Lupus Day" on which lupus organizations around the globe call for increases in public and private sector funding for medical research on lupus, targeted education programs for health professionals, patients and the public and worldwide recognition of lupus as a significant public health issue.

Carried.

Credit Valley Conservation Day - May 13, 2014

Moved by A. Thompson – Seconded by P. Foley

2014-180

Whereas the Credit Valley Conservation Authority was established 60 years ago on May 13, 1954; and

Whereas it was established at the request of (among others) the former Peel County municipalities of Port Credit, Toronto Township, Streetsville and City of Brampton to assist in dealing with issues related to pollution, flooding and resource management within the Credit River watershed; and

Whereas since its inception, Credit Valley Conservation has continued to work in partnership with municipalities, community groups and landowners to further the goal of an environmentally healthy river for economically and socially healthy communities; and

Whereas the Town of Caledon is a partner in the protection and management of the Credit River watershed;

Now therefore be it resolved that May 13, 2014 be declared "Credit Valley Conservation Day" in the Town of Caledon.

Carried.

National Public Works Week - May 18-24, 2014

Moved by A. Thompson – Seconded by P. Foley

2014-181

Since 1960, the American Public Works Association has sponsored National Public Works Week. Across North America, our more than 28,000 members in the US and Canada use this week to energize and educate the public on the importance of the contribution of public works to their daily lives: planning, building, managing and operating the heart of our local communities and building the quality of life; and

This year's theme "Building for Today, Planning for Tomorrow" represents the classic idea of stewardship embodied by the profession of public works and the professionals that practice it. Focusing on the communities; "building" points out the day to day aspect of public works that is quality of life, while "planning" references the sustainable practices that ensure that quality of life for future generations;

Therefore be it resolved that Council hereby proclaim May 18 to 24, 2014 as "National Public Works Week".

Carried.

15. CORRESPONDENCE

Moved by D. Beffort – Seconded by R. Mezzapelli

2014-182

That the correspondence items as listed in the correspondence package for the May 6, 2014, Council meeting, be received as amended to include:

1. Correspondence received from Ontario Provincial Police dated May 1, 2014 re: Calendar of Events.

Carried.

16. PUBLIC QUESTION PERIOD – No one in attendance came forward.

17. BY-LAWS

Moved by D. Beffort - Seconded by G. McClure

2014-183

That the following by-laws be read a first, second and third time and finally passed:

BL-2014-037 To provide for the Levy and Collection of Property Taxes for the 2014 Taxation Year.

BL-2014-038 To amend By-law 2007-128 being a by-law to appoint employees of the Town of Caledon to statutory positions.

BL-2014-039 To confirm the proceedings of the Council for The Corporation of the Town of Caledon at its Council Meeting held on the 6th day of May, 2014.

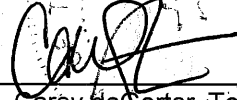
Carried.

18. **ADJOURNMENT**

On verbal motion moved by Councillor McClure and seconded by Councillor Beffort, Council adjourned at 12:59 p.m.



Richard Paterak, Acting Mayor



Carey deGorter, Town Clerk



Town of Caledon Tourism Study

May 6th, 2014



1

Project Purpose

Project Purpose & Objectives

Development of a municipal tourism strategy for the Town of Caledon outlining recommendations geared towards:

1. Identifying potential legacy opportunities associated with the TORONTO 2015 Pan/Parapan Am Games and Caledon Equestrian Park;
2. Facilitating local economic growth through the identification of tourism development opportunities (products and experiences), including 'tourism readiness' of Caledon's communities, to enhance and develop existing and new tourism products and experiences which will generate increased tourism receipts and growth in the visitor market;

Project Purpose & Objectives (Cont'd)

3. Maximizing the effectiveness of the partnership of the Town of Caledon and Hills of Headwaters Tourism Association;
4. Ensuring long-term development and efficient, sustainable investment in tourism infrastructure (including rural way-finding signage) in order to adequately cater to the needs of existing and future visitor markets; and
5. Creating a direction for the Municipality as a destination through enhanced market positioning and communications, identifying niche opportunities for tourism development.

2

Process and Schedule

Work Plan (Cont'd)

| STAGE 1: BUILDING THE FOUNDATION | |
|----------------------------------|--|
| Task 1 | Project Start-up Meeting/Orientation |
| Task 2 | Develop Communications & Consultation Strategy |
| Task 3 | Review of Background Materials |
| Task 4 | Overview of Tourism Organizational Structure |
| Task 5 | Summary of Stakeholder Consultations |
| Task 6 | Overview of Existing Promotions and Marketing |
| Task 7 | Assessing the Market: Existing Visitation and Travel Motivations |
| Task 8 | Identification & Assessment of Existing Tourism Assets |
| Task 9 | Pinpointing Target Markets, Market Segmentation and GAP Analysis |
| Task 10 | Assessment of 2015 Pan Am Games Legacy Opportunities |
| Task 11 | Assessing the Strengths, Weaknesses, Threats and Opportunities for Tourism Development |

Work Plan

STAGE 2: TOURISM STRATEGY DEVELOPMENT

| | |
|---------|---|
| Task 12 | Drafting the Tourism Study |
| Task 13 | Recommended Positioning and Marketing |
| Task 14 | Preliminary Presentation of Phase 1 and 2 Deliverables of the Tourism Study |

STAGE 3: IMPLEMENTATION

| | |
|---------|---|
| Task 15 | Developing the Implementation Plan |
| Task 16 | Submission and Presentation of Draft Final Tourism Study to Project Manager, Steering Committee, Council and Public |
| Task 17 | Final Tourism Study and Executive Study |

Anticipated Completion
Date:

August 2014

3

Consultations and Issues Identification

Consultation Strategy

- **3 Strategic Workshops & Visioning Sessions** - small roundtable workshops each tailored to address specific target audiences, including Local Tourist Operators, Festivals/Events & Cultural Stakeholders and Village/Business Associations
- **Site Visits**
- **Personal Interviews (Telephone & In-Person)** with local and regional stakeholders
- **3 Online Surveys**
 - Past Visitors Survey
 - Local Tourist Operators Survey
 - Village/Business Associations Survey
- **Public Meeting on Stage 1 and 2 Deliverables of the Tourism Study**

Early-Stage Issues Identification

- Promotion/dissemination of visitor information (both to attract visitors and guide visitors during their trip)
- Status of collaboration between local tourist operators
- Perceived lack of things to do in the area
- Concern to protect rural character
- Private sector business development support
- Ease of accessibility throughout the Town
- Further development of Caledon's leadership role in equine tourism
- Tourism product development to develop critical mass
- Being a community of communities is both a strength and weakness: No common central point, unfamiliar visitors may confuse villages and hamlets - branding of communities
- Location within GTA is both an opportunity (large potential visitor market) and threat (competition)



Jonathan Hack

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Sierra Planning and Management & ^{the} Tourism Company

About the Consultants...

Sierra Planning and Management is a broad-based management consulting firm located in Toronto. Incorporated in 2008, Sierra offers a full range of services in land use planning, market economics and management consulting. We are a boutique, high value-added firm, comprising senior practitioners in a range of related fields, supported by talented intermediate and junior professionals.

^{the} Tourism Company is a management consulting firm specializing in the tourism industry. Established in 1994, the company is recognized as one of Canada's leading tourism consulting firms. The three partners have worked in all Canadian provinces and territories and in a broad range of international destinations including the United States, Portugal, Bolivia, New Zealand, Morocco and Jamaica.



2008, Coliseum,
Rome, Italy



Tipping Point:
450 ppm CO₂

Climate change, biodiversity
loss, ocean acidification,
chemical pollution,
freshwater water and land
use problems

Community Programs since 2001

- ❑ Ecological Footprint (2001)
- ❑ Buy Local Guide (2001)
- ❑ Weedgee Kidz (2002 on)
- ❑ Buy Local (2002 on)
- ❑ Clean Air, Clean Energy (2002 on)
- ❑ Building a Local Food System (2003 on)
- ❑ EcoEnergy Home Visits (formerly Caledon Dufferin Reep, 2004 on)
- ❑ Idle Free Caledon (2004 on)
- ❑ Caledon Community Map (2006 on)
- ❑ Eat Local Caledon (2007 on)



2001 - 2014



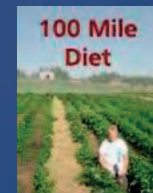
eat local caledon

eat local caledon

eat local caledon

eat local caledon





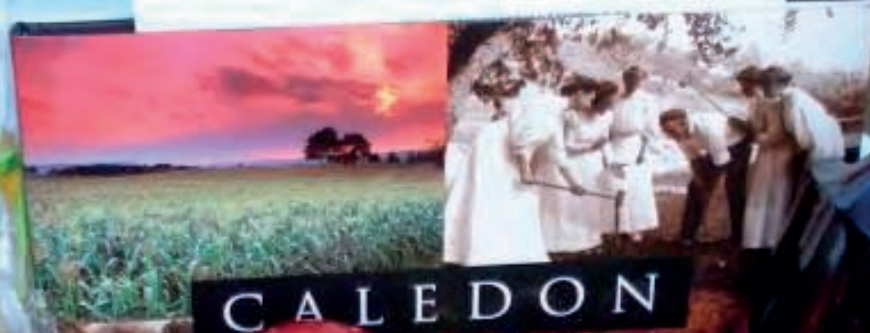
Kawartha Ecological Growers

growing is RIGHT in the Kawarthas!

475 Farms Rd., RR2 Woodville ON K0M 2T0 Phone: 705-439-3372



eat local caledon



CALEDON



Downey's





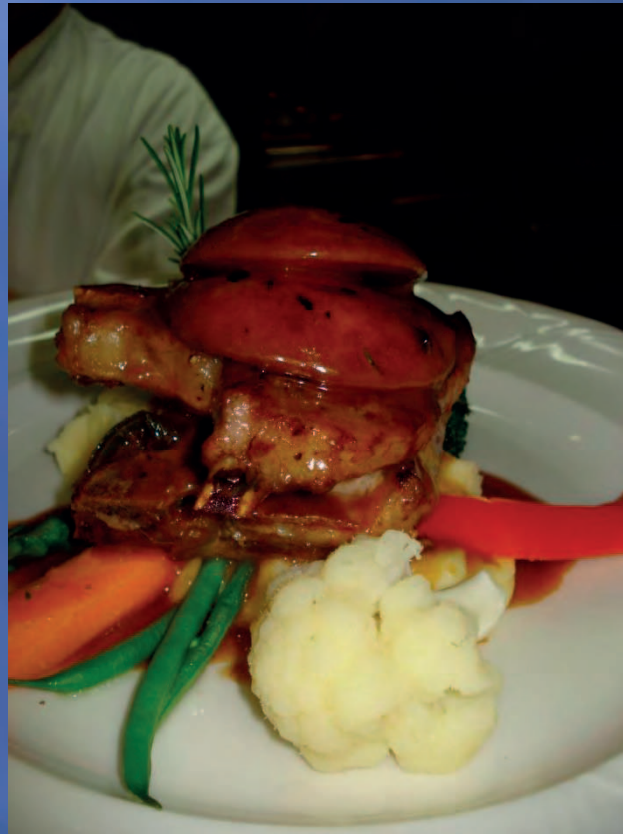
School Programs 2007 – 2014



Caledon Farmers' Markets



Localicious – Restaurants & Shops



Foodmobile





2005

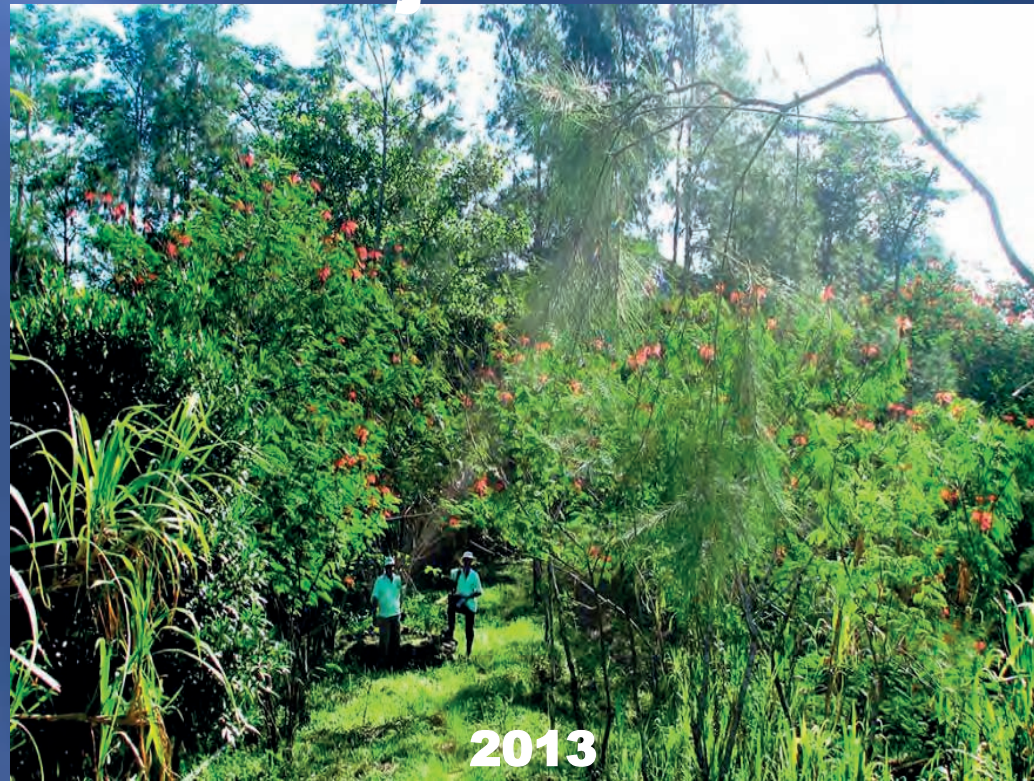


2009

Timor Leste Highlands USC Canada Project



2013



2013

Eat Local Caledon School Programs

- ▣ Fall 2007 with Pumpkin Workshop at Credit View and extension of Eat Local Week
- ▣ 2008 – 2013 – School Gardens and Cooking Workshops
- ▣ Elementary in-school programs to build school gardens and cook with produce grown or local foods
- ▣ Secondary school workshops and gardens

Eat Local Caledon School Programs

Caledon Crunch – 2008 to 2013

- ▣ 2008 - seven schools and approximately 3000 students and staff participated
- ▣ 2010 – seventeen schools and 8500 Caledon students and staff (and Town Hall)
- ▣ 2012 – last Caledon Crunch with carrots
- ▣ 2014 – Caledon Crunch returns

Caledon Food and Garden Network

- ▣ Formalize work and make programs available to all schools
- ▣ Develop capacity to deliver more food and garden based programs
- ▣ Work with other groups to coordinate efforts
- ▣ Help schools incorporate programs on food literacy
- ▣ Get youth excited about food and farming

Food Literacy

- ▣ Program sponsored by a Heart and Stroke Foundation Sparks Grant



Food Literacy

From the Ontario Edible Education Network's Vision

Vision – To have healthy food environments across Ontario where children and youth have equal access to healthy and sustainably produced food, and where food literacy is supported through a range of educational and hands-on activities.

(<http://sustainontario.com/initiatives/ontario-edible-education-network/about>)

Why?

There is a need for better coordination, information sharing, and advocacy among individuals and groups to:

- 1) Help people teach students about good food practices (e.g., growing, preparing, cooking) that will improve their well-being now and in the future, and
- 2) Affect processes and decisions within government and elsewhere that influence opportunities for people to build healthy food environments across Ontario.

Goals

- ▣ **Goals** – That all children and youth:
 - Learn how to grow, prepare, and choose healthy food
 - Have access to enough healthy, culturally appropriate food every day
 - Have a strong knowledge of the food system.

Council's Role

- ▣ Think about what food literacy means in Caledon and to Caledon youth
- ▣ Be aware of food literacy and how it can help Caledon to re-power our food and farm system
- ▣ What can Council do to support food literacy?