



THE CORPORATION OF
HALDIMAND COUNTY
COUNCIL MINUTES

DATE: May 29, 2006

TIME: 6:00 p.m.

PLACE: Cayuga Municipal Administration Building, Council Chambers

PRESENT:

Council	M. Trainer	Mayor
	C. Ashbaugh	Councillor
	L. Boyko	Councillor
	J. Cole	Councillor
	T. Dalimonte	Councillor
	T. Patterson	Councillor
	B. Sloat	Councillor
SMT	B. Pearce	Chief Administrative Officer
	K. General	General Manager, Corporate Services
	H. Hanly	General Manager, Community Services
	B. Matthews-Malone	General Manager, Physical Services
	S. Miazga	General Manager, Planning & Economic Development
Staff	E. Brunn Shaw	Manager, Planning & Development
	M. Pullen	Manager, Tourism
Clerks	J. Lankester	Clerk
	G. Etwell	Recording Secretary

CALL TO ORDER

Mayor Trainer called the Council Meeting to order.

PRAYER

Mayor Trainer opened the meeting with a prayer.

ROLL CALL

All Councillors were in attendance.

DISCLOSURES OF PECUNIARY INTEREST

There were no declarations of pecuniary interest.

APPROVAL OF PREVIOUS COUNCIL MEETING MINUTES

Resolution 224-06

Moved By: Councillor Patterson
Seconded By: Councillor Sloat

THAT the Minutes of the May 8, 2006 Council Meeting be adopted as circulated.

CARRIED (Unanimously 7-0)

Resolution 225-06

Moved By: Councillor Sloat
Seconded By: Councillor Dalimonte

WHEREAS a closed session of the Council was held on May 8, 2006 in accordance with both Section 239 of the Municipal Act, S.O. 2001 and Section 6.2.4. of the Procedural By-law;

BE IT HEREBY RESOLVED THAT the Minutes of the May 8, 2006 Closed Session be adopted and remain confidential.

CARRIED (Unanimously 7-0)

Resolution 226-06

Moved By: Councillor Sloat
Seconded By: Councillor Dalimonte

THAT the Minutes of the May 11, 2006 Emergency Council Meeting be adopted as circulated.

CARRIED (Unanimously 7-0)

Resolution 227-06

Moved By: Councillor Sloat
Seconded By: Councillor Patterson

WHEREAS a closed session of the Council was held on May 11, 2006 in accordance with both Section 239 of the Municipal Act, S.O. 2001 and Section 6.2.4. of the Procedural By-law;

BE IT HEREBY RESOLVED THAT the Minutes of the May 11, 2006 Closed Session be adopted and remain confidential.

CARRIED (Unanimously 7-0)

Resolution 228-06

Moved By: Councillor Patterson
Seconded By: Councillor Sloat

THAT the Minutes of the May 15, 2006 Special Council Meeting be adopted as circulated.

CARRIED (Unanimously 7-0)

Resolution 229-06

Moved By: Councillor Patterson
Seconded By: Councillor Sloat

WHEREAS a closed session of the Council was held on May 15, 2006 in accordance with both Section 239 of the Municipal Act, S.O. 2001 and Section 6.2.4. of the Procedural By-law;

BE IT HEREBY RESOLVED THAT the Minutes of the May 15, 2006 Closed Session be adopted and remain confidential.

CARRIED (Unanimously 7-0)

Resolution 230-06

Moved By: Councillor Patterson
Seconded By: Councillor Sloat

THAT the Minutes of the May 22, 2006 Emergency Council Meeting be adopted as circulated.

CARRIED (Unanimously 7-0)

Resolution 231-06

Moved By: Councillor Patterson
Seconded By: Councillor Sloat

WHEREAS a closed session of the Council was held on May 22, 2006 in accordance with both Section 239 of the Municipal Act, S.O. 2001 and Section 6.2.4. of the Procedural By-law;

BE IT HEREBY RESOLVED THAT the Minutes of the May 22, 2006 Closed Session be adopted and remain confidential.

CARRIED (Unanimously 7-0)

PRESENTATIONS

None.

DELEGATIONS

1. Toronto Motorsports Park – Application for Motor Vehicle Licence – Formula Track
 - a) Frank Sommer, Toronto Motorsports Park Citizen Advisory Committee

A point of order was raised regarding comments made on the dragstrip as the Advisory Committee and reports only dealt with the formula track.

Resolution 232-06

Moved By: Councillor Cole
Seconded By: Councillor Boyko

THAT the written submission of Frank Sommer, tabled May 29, 2006, RE: Toronto Motorsports Park's Application for a Motor Vehicle Racing Licence for the Formula Track be received as information.

CARRIED (Unanimously 7-0)

b) Lorraine Bergstrand, Manager, Toronto Motorsports Park

Resolution 233-06

Moved By: Councillor Cole
Seconded By: Councillor Boyko

THAT the written submission of Lorraine Bergstrand, Manager, Toronto Motorsports Park, tabled May 29, 2006, RE: Toronto Motorsports Park's Application for a Motor Vehicle Racing Licence for the Formula Track be received as information.

CARRIED (Unanimously 7-0)

APPROVAL OF COMMITTEE MINUTES

Resolution 234-06

Moved By: Councillor Cole
Seconded By: Councillor Boyko

THAT the Minutes of the May 23, 2006 Council in Committee Meeting be adopted.

CARRIED (Unanimously 7-0)

Resolution 235-06

Moved By: Councillor Boyko
Seconded By: Councillor Ashbaugh

WHEREAS a closed session of the Council was held on May 23, 2006 in accordance with both Section 239 of the Municipal Act, S.O. 2001 and Section 6.2.4. of the Procedural By-law;

BE IT HEREBY RESOLVED THAT the Minutes of this meeting and the following Recommendations and any direction or instruction given therein are hereby adopted and remain confidential:

- | | |
|----------------------------|---|
| Recommendation #1 | RE: The security of the property of the Municipality |
| Recommendation #7 | RE: Personal matters about identifiable individuals, including Municipal employees or local board employees |
| Recommendation #2 to 6 & 8 | RE: Litigation or potential litigation, including matters before administrative tribunals, affecting Haldimand County |

CARRIED (Unanimously 7-0)

UNFINISHED BUSINESS

CONSIDERATION OF A MOTION TO ENTER INTO AN AGREEMENT WITH MUNICIPAL AFFAIRS AND HOUSING FOR A GRANT FOR THE ECONOMIC RECOVERY OF HALDIMAND COUNTY

Resolution 236-06

Moved By: Councillor Boyko
Seconded By: Councillor Ashbaugh

THAT the Mayor and Clerk are hereby authorized to execute an amending agreement and any related documents with Her Majesty The Queen in Right of Ontario as represented by the Minister of Municipal Affairs and Housing for provision of an additional \$500,000 grant payable to Haldimand County to promote economic recovery in the area affected by the blockade of Highway 6 and Argyle Street at Caledonia.

CARRIED (Unanimously 7-0)

PED-PD-44-2006 RE: TORONTO MOTORSPORTS PARK – REMOVAL OF THE HOLDING PROVISION

Resolution 237-06

Moved By: Councillor Ashbaugh
Seconded By: Councillor Patterson

1. THAT Report PED-PD-44-2006 RE: Toronto Motorsports Park – Removal of Holding Provision dated May 23, 2006 be received;
2. AND THAT as the outstanding issues have been addressed a by-law be passed to lift the holding provision on this property as attached to this report.

CARRIED (Unanimously 7-0)

CS-CL-10-2006 RE: MOTOR VEHICLE RACING LICENCE APPLICATION FOR TORONTO MOTORSPORTS PARK FORMULA TRACK

As the Recommendation as contained in the report did not receive a mover, the following Recommendation was tabled.

Resolution 238-06

Moved By: Councillor Patterson
Seconded By: Councillor Sloat

1. THAT Recommendation #2 (iv) of Report CS-CL-10-2006 RE: Motor Vehicle Racing Licence Application for Toronto Motorsports Park Formula Track be deleted and replaced with the following condition:
 - iv. THAT TMP monitor the road course events and provide a traffic study report to Haldimand County by August 18, 2006. The report must address the warrant for a

left turn lane (southbound) on Kohler Road as well as the effectiveness of the interior traffic control measures. The traffic study can be included in the same traffic study that is required for TMP's straight track but the study must include recommendations about whether the volume of participants for the formula track warrants the need for a left turn lane along Kohler Road;

2. AND FURTHER THAT Recommendation #2 (vi) and (vii) of the said report be amended by deleting the words "issuance of the licence" and replaced with "operation of the loud speakers".

CARRIED (Unanimously 7-0)

Resolution 239-06

Moved By: Councillor Sloat
Seconded By: Councillor Boyko

1. THAT Rec. 2 (xi) of Report CS-CL-10-2006 be amended to establish the hours of operation at a maximum of 8:00 p.m.;
2. AND THAT Rec. 2 (xviii) be amended to delete reference to photographic shoots and filming and replace with a requirement that all vehicles be pre-screened and tested on the formula track.

CARRIED (Unanimously 7-0)

Resolution 240-06

Moved By: Councillor Boyko
Seconded By: Councillor Cole

THAT Toronto Motorsport Park be required to have noise measurements taken continuously by an observer stationed at the top of the bank (at the corner of the berm closest to Kohler) taking measurements every minute or two. TMP also acknowledges and agrees to have S.S. Wilson staff present along the edge of the populated areas of Kohler during the initial phase of operation of the formula track to corroborate noise measurements at the top of the berm. Those noise measurements will be used to determine settings for the long term use of the early warning monitor.

CARRIED (Unanimously 7-0)

Resolution 241-06

Moved By: Councillor Ashbaugh
Seconded By: Councillor Dalimonte

1. THAT Report CS-CL-10-2006 Re: Motor Vehicle Racing Licence Application for Toronto Motorsports Park Formula Track, dated May 26, 2006, be received;
2. AND THAT a Motor Vehicle Racing Business Licence, be issued to Toronto Motorsports Park, for the operation of the formula track at the facility known as the Toronto

Motorsports Park (TMP), effective until March 31st 2007, subject to the provisions of By-law #519/04 and the following conditions:

- i. That a minimum of one medical attendant and one medical vehicle be present on site during all spectator events;
- ii. That TMP provide fire services as are required by their insurer;
- iii. That TMP contact the Haldimand-Norfolk Health Unit prior to opening the park to accommodate the necessary inspections;
- iv. That TMP monitor the road course events and provide a traffic study report to Haldimand County by August 18, 2006. The report must address the warrant for a left turn lane (southbound) on Kohler Road as well as the effectiveness of the interior traffic control measures. The traffic study can be included in the same traffic study that is required for TMP's straight track but the study must include recommendations about whether the volume of participants for the formula track warrants the need for a left turn lane along Kohler Road;
- v. That TMP provide on-site parking for persons attending activities on the premises related to the formula track operation, with the gates opening in sufficient time with the appropriate number of gate attendants, to avoid undue delays in vehicles exiting Kohler Road;
- vi. That TMP confirm that the loud speakers have been positioned and aimed downwards to minimize sound and that such written confirmation be provided by a sound system contractor prior to the operation of the loud speakers;
- vii. That TMP limit the volume of the loud speakers by installing a sound limiter and zoning of speakers; and that written confirmation of these adjustments be provided to the County Clerk by a sound system contractor prior to operation of the loud speakers;
- viii. That TMP adhere to the Noise Complaint Protocol as previously approved for the operation of the Straight Track Licence #001-06;
- ix. That TMP ensure that all persons using the premises for purposes related to motor vehicle racing comply with the provisions of By-law #519/04;
- x. That, with respect to the days of operation, TMP be required to observe one race free day on the formula track per week, being Tuesday;
- xi. That, with respect to the hours of operation, TMP be licensed to race on the formula track, beginning at 9:00 a.m. to a maximum of 8:00 p.m. on Friday and Saturday and from 9:00 a.m. to a maximum of 8:00 p.m. on Sunday to Thursday, save and except the Tuesday race free day and when Sunday services are conducted at Kohler Zion Church during the months of July and August when racing will be licensed to begin at 11:00 a.m. For the dates the Zion United Church is not scheduled to conduct services being, July 2, 9, 16, and August 13, 20, 27 2006, racing will be licensed to begin at 9:00 a.m.;
- xii. That all TMP flyers and marketing material contain a caution for people to respect the community and drive with courtesy when arriving and leaving the track;

- xiii. That TMP follow the Noise Control Plan (NCP) dated April 18, 2006 and prepared by SS Wilson Associates, which includes limitations on the number and type of motor vehicles using all or a part of the premises for motor vehicle racing at one time; and/or a requirement that the licensee limit noise levels by vehicle type as set out in the noise control plan, as approved by the County's acoustical engineer. It is acknowledged that TMP may request its consultants update the NCP to reflect that Phases 1 and 2 of the berm have been completed. Any updates to the NCP will need to be reviewed by the County's acoustical engineer prior to any noise related amendments to this licence being considered by Council;
- xiv. That TMP develop and conduct, on an ongoing basis, a noise monitoring plan acceptable to an acoustical engineering firm retained on behalf of the County and that a record of such monitoring be made available to the licensee upon request;
- xv. That the County be permitted, at its sole discretion, to conduct a peer review of the proposed noise control plan and proposed noise monitoring program at the expense of the licensee;
- xvi. That, in order to maintain the berm height as shown on the site plan dated May 28, 2002 with revision 13 dated May 15, 2006, TMP is required to have the elevations of the berm surveyed by September 1, 2006. In the event that the berm has compacted and is lower than the elevations noted on the referenced site plan, the berm must be topped up to meet the specified elevations by October 1, 2006;
- xvii. That the number and type of vehicles permitted on the formula track from 7 p.m. onwards in accordance with condition xi., regarding hours of operation, are as follows:

Screening Levels

Vehicle Category	Lmax Levels @ 15 m	Number of Vehicles on the Formula track from 7 p.m. onwards *2
Regular (un-modified) Street Cars	83 dBA	4
Street Legal Motorcycles or 4-stroke silenced Go Karts	87 dBA	2
High Performance Street Cars	88 dBA	1
Racing Motorcycles Including Street Legal Motorcycles *1	89 dBA	1
Reasonably Muffled Racing Vehicles	95 dBA	0
F-2000 Racing Cars (<200 ho)	89 dBA	1

*1 Two stroke engines are not allowed on the Formula track

*2 Number of Vehicles determined by taking the number of vehicles in Table 4 of the Noise Control Plan prepared by SS Wilson Associates April 18, 2006 and dividing by 3 and rounding down.

- xviii. That all vehicles be pre-screened and tested prior to use on the formula track;

- xix. That TMP provide confirmation that the required sound meter has been calibrated prior to the issuance of this licence;
 - xx. That TMP calibrate the sound meter on a daily basis;
 - xxi. That TMP calibrate the noise alarm on a monthly basis as recommended by the County's acoustical engineer;
 - xxii. That TMP provide a deposit of \$5,000 for on site noise monitoring, in accordance with Section 19 (d) of By-law 519/04. Such deposit is to be in the form of cash, certified cheque, credit card, debit or money order;
 - xxiii. That TMP maintain, or cause to be maintained, a daily log of all racing activities conducted on the formula track disclosing: the time and date of the activities, weather conditions, the number and type of vehicles involved in the activities, the number of attendees and participants on the site during these activities, the noises levels of the vehicles and provide a copy of the log to the County upon request;
 - xxiv. That TMP provide confirmation that a Site Plan Agreement has been entered into with the County and registered on title prior to issuance of this licence;
 - xxv. That TMP provide confirmation that the holding provision with respect to the zoning of this property has been removed by the County prior to the issuance of this licence;
 - xxvi. That TMP ensure that no person other than a licenced Operator act as Operator of the Formula Track;
 - xxvii. THAT Toronto Motorsport Park be required to have noise measurements taken continuously by an observer stationed at the top of the bank (at the corner of the berm closest to Kohler) taking measurements every minute or two. TMP also acknowledges and agrees to have S.S. Wilson staff present along the edge of the populated areas of Kohler during the initial phase of operation of the formula track to corroborate noise measurements at the top of the berm. Those noise measurements will be used to determine settings for the long term use of the early warning monitor.
3. AND THAT a Motor Vehicle Racing Business Operator's Licence be issued to Lorraine Bergstrand, for the management of the Formula Track at Toronto Motorsports Park, effective until March 31, 2007, and subject to the provisions of By-law #519/04.

CARRIED (Unanimously 7-0)

Resolution 242-06

Moved By: Councillor Sloat
Seconded By: Councillor Cole

1. THAT Toronto Motorsports Park be required to provide an addendum to the April 18, 2006 Noise Control Plan by S.S. Wilson, regarding running muffled, street legal 2 stroke vehicles on the formula track and that such an addendum must be accepted in writing by the Count's acoustical engineer prior to Toronto Motorsports Park being permitted to run such 2 stroke vehicles to be run on the formula track for testing purposes;
2. AND THAT this information be brought back to Council for consideration.

NEW BUSINESS

PED-PD-43-2006 RE: STIRLING WOODS SOUTH DRAFT PLAN OF SUBDIVISION PRE-SERVICING AGREEMENT

Resolution 243-06

Moved By: Councillor Ashbaugh
Seconded By: Councillor Boyko

1. THAT Report PED-PD-43-2006 Re: Stirling Woods South Draft Plan of Subdivision Pre-Servicing Agreement dated May 17, 2006 be received;
2. AND THAT the authorizing by-law included as Attachment 1 to Report PED-PD-43-2006 be passed.

CARRIED (Unanimously 7-0)

REPORTS FROM COUNCIL APPOINTEES TO BOARDS

Mayor Trainer advised that the State of Emergency would stay in effect until the back-up generator is repaired.

MOTIONS

AS A RESULT OF A NOTICE OF MOTION, RECONSIDERATION OF RESOLUTION #145-06 OF THE APRIL 25, 2006 EMERGENCY MEETING MINUTES

Resolution

Moved By: Councillor Boyko
Seconded By: Councillor Cole

THAT Resolution 145-06 of the April 25, 2006 Emergency Meeting Minutes regarding the appointment of the Deputy Mayor as a spokesperson for Haldimand County Council, respecting all matters related to the Douglas Creek Estates Demonstration, be reconsidered.

DEFEATED (4-3)

BY-LAWS

1. By-law #706/06 - To authorize the Mayor and the Clerk to execute a storm sewer easement agreement with Kenneth Wayne Putt and Susan Ilona Putt for a property known municipally as 178 Sutherland Street in Caledonia
2. By-law #707/06 - To change the percentage of tax capping
3. By-law #708/06 - To set tax ratios for 2006 taxation for County purposes

4. By-law #319-HC-06 - To amend the former Town of Haldimand Zoning By-law 1-H 86, as amended, for a parcel of land legally described as Part Lot 36, Concession 2, Geographic Township of North Cayuga, Haldimand County, in the name of Trevor Gillyatt
5. By-law #709/06 - To regulate traffic in Haldimand County
6. By-law #710/06 - To amend Schedule "A" of By-law 139/01 for the purpose of regulating and prohibiting heavy vehicle traffic on certain highways in Haldimand County
7. By-law #711/06 - To prescribe maximum rates of speed for the portion of McKenzie Road between York Road and Caledonia Avenue/Drive
8. By-law #712/06 - To provide for advanced voting for the 2006 Municipal and School Board Election
9. By-law #713/06 - To provide for reduced hours of voting in institutions and retirement homes for the 2006 Municipal and School Board Election
10. By-law #714/06 - To authorize the use of optical scanning vote tabulators at the 2006 Municipal and School Board Election
11. By-law #715/06 - To adopt the current estimates and to levy the rates of taxation for County purposes for the year 2006
12. By-law #716/06 - To authorize the Mayor and the Clerk to prepare and enter into a Preservicing Agreement and a Subdivision Agreement for the Stirling Woods South Subdivision, Caledonia

Resolution 244-06

Moved By: Councillor Dalimonte
Seconded By: Councillor Patterson

THAT By-laws 1 to 12, as listed on the agenda be hereby introduced and given a first and second reading.

CARRIED (Unanimously 7-0)

Resolution 245-06

Moved By: Councillor Dalimonte
Seconded By: Councillor Patterson

THAT By-laws 1 to 12, as listed on the agenda be hereby introduced and given a third and final reading, be signed by the Mayor and the Clerk, the corporate seal affixed thereto and numbered.

CARRIED (Unanimously 7-0)

By-law #320-HC-06 - To amend Zoning By-law 1-H 86, as amended, of the former Town of Haldimand for a property described as Part of Lots 20 to 25, Jones Tract West of the Grand River, Geographic Township of North Cayuga, now in Haldimand County in the name of 1083199 Ontario Limited.

Resolution 246-06

Moved By: Councillor Cole
Seconded By: Councillor Dalimonte

THAT a by-law to remove the holding provision on the lands consisting of Part of Lots 20 to 25, Jones Tract West of the Grand River, former Township of North Cayuga in the name of 1083199 Ontario Limited be hereby introduced and given a first and second reading.

CARRIED (Unanimously 7-0)

Resolution 247-06

Moved By: Councillor Cole
Seconded By: Councillor Sloat

THAT a by-law to remove the holding provision on the lands consisting of Part of Lots 20 to 25, Jones Tract, west of the Grand River, former Township of North Cayuga in the name of 1083199 Ontario Limited be hereby introduced and given a third and final reading, be signed by the Mayor and the Clerk, the corporate seal affixed thereto and numbered.

CARRIED (Unanimously 7-0)

NOTICES OF MOTION

None.

ANNOUNCEMENTS

RESOLUTION FROM GREATER NAPANEE RE: GARBAGE FROM ACROSS THE PROVINCE

Resolution 248-06

Moved By: Councillor Ashbaugh
Seconded By: Councillor Sloat

1. THAT the Council of Haldimand County endorse the position of Greater Napanee RE: Receiving of Garbage from across the Province, as follows;

“No Municipality should be required to take garbage from across the Province if they are not a “willing host” to such proposal.”

2. AND THAT this resolution be forwarded to the Honourable Minister Broten, Minister of Environment.

CARRIED (Unanimously 7-0)

CLOSED SESSION

Resolution 249-06

Moved By: Councillor Dalimonte
Seconded By: Councillor Patterson

THAT Pursuant to Section 239 (2) of the Municipal Act, as amended, a meeting closed to the public be convened at 8:55 p.m. to discuss the security of the property of the municipality or local board, personal matters about an identifiable individual, including municipal or local board employees and litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board.

CARRIED (Unanimously 7-0)

Councillor Boyko left the meeting prior to reconvening in open session.

Resolution 250-06

Moved By: Councillor Dalimonte

Seconded By: Councillor Patterson

THAT this closed meeting now adjourn at 10:37 p.m. and reconvene in open session.

CARRIED (Unanimously 6-0)

Resolution 251-06

Moved By: Councillor Cole

Seconded By: Councillor Dalimonte

THAT in accordance with the requirements of Section 5.7.1 of the procedure by-law, we proceed past the hour of ten o'clock (10:00) P.M.

CARRIED (Unanimously 6-0)

Resolution 252-06

Moved By: Councillor Ashbaugh

Seconded By: Councillor Dalimonte

WHEREAS a closed session of the Council was held on May 29, 2006 in accordance with both Section 239 of the Municipal Act, S.O. 2001 and Section 6.2.4. of the Procedural By-law;

BE IT HEREBY RESOLVED THAT the following Recommendations and any direction or instruction given therein are hereby adopted and remain confidential:

- | | |
|-----------------------|---|
| Recommendation #1 & 2 | RE: The security of the property of the Municipality |
| Recommendation #3 | RE: Litigation or potential litigation, including matters before administrative tribunals, affecting Haldimand County |
| Recommendation #4 | RE: Personal matters about identifiable individuals, including Municipal employees or local board employees |

CARRIED (Unanimously 6-0)

PED-GM-07-2006 RE: PROPOSED COMMUNICATIONS PLAN-DOUGLAS CREEK ESTATES DEMONSTRATION

Resolution 253-06

Moved By: Councillor Ashbaugh

Seconded By: Councillor Sloat

1. THAT with respect to Report PED-GM-07-2006 Re: Proposed Communications Plan - Douglas Creek Estates Demonstration dated May 18, 2006, that Council acknowledge that the firms "The Briarhill Group" (Briarhill) and "Cohn & Wolfe" have been retained to provide consulting services to the County on communication pertaining to the Douglas Creek Estates Demonstration
2. AND THAT the funding for consulting services for communications be provided from the \$50,000 grant from the Province;
3. AND THAT Briarhill be paid at an hourly rate of \$200 plus expenses (mileage & telephone);
4. AND THAT the total amount of fees paid to Briarhill & Cohn & Wolfe is not to exceed \$50,000 unless authorized by Council;
5. AND THAT the General Manager, Planning & Economic Development Department be authorized to sign the necessary agreement to retain the consulting services of The Briarhill Group and Cohn & Wolfe.
6. AND THAT the proposed Communications Plan, as developed by Cohn & Wolfe, be approved and remain confidential; .
7. AND THAT Staff be authorized to undertake the necessary actions to implement the Communications Plan;
8. AND THAT cost of \$12,500 per month for a three month period to implement the Communications Plan be funded from the \$50,000 grant received from the Province of Ontario for this purpose.

CARRIED (Unanimously 6-0)

PED-GM-08-2006 RE: PROPOSED ADVERTISING & TACTICAL MEDIA PLAN – DOUGLAS CREEK ESTATES DEMONSTRATION

Resolution 254-06

Moved By: Councillor Ashbaugh

Seconded By: Councillor Dalimonte

1. THAT with respect to Report PED-GM-08-2006 Re: Proposed Advertising & Tactical Media Plan - Douglas Creek Estates Demonstration dated May 24, 2006, that Council approve the proposed Advertising & Tactical Media Plan for a business recovery media campaign pertaining to the Douglas Creek Estates Demonstration;
2. AND THAT the funding for a minimum three week radio and newspaper media campaign, at a cost of \$51,476, be provided from the \$50,000 grant from the Province;

3. AND THAT The Briarhill Group be paid at an hourly rate of \$200 plus expenses (mileage and telephone);
4. AND THAT the advertising firm of Play On-Purpose Branding, Burlington be retained for development and implementation of the three week radio and newspaper media campaign with input from the Caledonia Business Recovery Committee and the Tourism and Economic Development Divisions;
5. AND THAT the total amount of fees paid to The Briarhill Group and Play On-Purpose Branding is not to exceed \$60,000 unless authorized by Council;
6. AND THAT under Section 4.03(i) of the Procurement Policy the General Manager, Planning & Economic Development Department be authorized to sign the necessary agreements to retain the services of Play On-Purpose Branding.
7. AND THAT the proposed Advertising & Tactical Media Plan, as developed by Play On-Purpose Branding, remain confidential;
8. AND THAT Staff be authorized to undertake the necessary actions to assist with the development and implementation of the Advertising & Tactical Media Plan;
9. AND THAT staff be directed to meet with relevant Provincial officials to present the Council approved Advertising & Tactical Media Plan with the intent of seeking additional funding of \$160,000 to extend the campaign through to the end of September 2006 for optimal impact.
10. AND THAT the sum of \$450 for a website & telephone line and establishment of a website for the Caledonia Citizen's Alliance also be funded from the \$50,000 grant from the Province.
11. AND THAT if the additional \$160,000 funding request to the Province is denied, that the additional \$8,000 in contingency funding required for the three week media campaign and additional funding of \$450 for a telephone line and website for the Caledonia Citizen's Alliance be funded from the Contingency Reserve.

CARRIED (Unanimously 6-0)

CONFIRMING BY-LAW

Resolution 255-06

Moved By: Councillor Ashbaugh

Seconded By: Councillor Cole

THAT the Confirming By-law be hereby introduced and given a first and second reading.

CARRIED (Unanimously 6-0)

Resolution 256-06

Moved By: Councillor Ashbaugh
Seconded By: Councillor Cole

THAT the Confirming By-law be hereby introduced and given a third and final reading, be signed by the Mayor and the Clerk, the corporate seal affixed thereto and numbered.

CARRIED (Unanimously 6-0)

ADJOURNMENT

Resolution 257-07

Moved By: Councillor Ashbaugh
Seconded By: Councillor Patterson

THAT this meeting is now adjourned at 10:41 p.m.

CARRIED (Unanimously 6-0)

MAYOR

CLERK