

**APPROVED ANNUAL GENERAL MEETING MINUTES  
OF THE EXECUTIVE COMMITTEE OF THE PORT PERRY BIA**

**HELD Tuesday, February 8th, 2022 6 pm**

IN ATTENDANCE: B. MacLeod, L. Brown, S. Bennett, M. Brock, J. Callery, P. Lyver, G. Evans

IN ATTENDANCE via Zoom: S. Albers, M. Rada, J. Mackey, W. Wotten, C. Nicholson, C. Stone-Curry, K. Large, E. Sabate, J. Brock, E. Mueller.

1. Call meeting to order: 6:08 pm
2. Disclosure of pecuniary interest: none
3. 2022 – A Review In Pictures: Prepared by M. Rada. B. MacLeod explained this is a compilation of the marketing and social media for 2021. S. Bennett asked whether this will be shared with others. B. MacLeod suggested it could be shared through the Members' Facebook page on the website. S. Bennett suggested some of the information should be shared with the Region to showcase what the BIA does since a lot of people don't know what we do. B. MacLeod agreed and suggested the information be shared this with the Tourism Committee and Durham Tourism. L. Brown requested the information be shared with the Heritage Committee. M. Brock requested a shortened version to present to the Council with budget.

Congratulations was extended to M. Rada for an excellent job.

4. Opening Remarks: Birgitta MacLeod and Lance Brown

B. MacLeod welcomed everyone, thanked them for attending and shared her admiration to all of the members surviving such a difficult period. B. MacLeod expressed gratitude to the Port Perry community.

L. Brown shared his appreciation, similar to B. MacLeod, for the Port Perry community. On behalf of Council, we are ready to help where we can. Help promote those in the BIA; reminding people of what a great place Port Perry is. L. Brown referenced a previous statement, by B. MacLeod, "we are coming out of covid with a splash when the time is right". On behalf of council, here is to that right time being this year, as soon as possible and here is to the next 150 years.

5. Adoption of minutes:

Unapproved AGM Minutes held February 9th 2021

Unaudited Balance Sheet December 31. 2020

Unaudited Profit and Loss December 2020

Motion by S. Bennett to adopt the minutes. Second by M. Brock.

Carried.

6. Audited Report for the 2020 Audited Financial Statements:

Audited 2020 Financial Statements

Motion by J. Callery to adopt the 2020 Audited Financial Statements. Second by S. Bennett.

Carried.

7. Chair Report: Birgitta MacLeod

**BIA Chair's Report – Port Perry BIA – February 2022**

At last year's AGM I'm sure most of us were thinking that in a year's time we'd be through this pandemic and moving forward with new and exciting plans. But 2021 was yet another year of lockdowns, restrictions, re-openings, more lockdowns, anxiety and uncertainty. Our food and beverage members, those that provide personal services (spas, hairstyling); and funeral services have been particularly hard-hit and continue to face restrictions. The BIA board and staff worked to navigate changing currents; provide advocacy, information, and marketing support for members; and promote Port Perry as a premier day-trip destination and a place to call home.

Events is one of the ways that the BIA helps promote Port Perry as a destination. Despite pandemic uncertainty, there were several events downtown. This past year marked Port Perry's Sesquicentennial and thanks to an enthusiastic citizen committee, our town managed to host an outdoor fall event to celebrate. The local theatre company, Theatre on the Ridge, presented outdoor performances in the downtown. The Scugog Council for the Arts also held events for Culture Days in September. In December the Scugog Chamber of Commerce hosted the Santa Claus Parade to wide delight. When our own resources were limited, these initiatives benefited the BIA.

Thanks to funding from Central Counties Tourism, the BIA was able to expand our music program so we could have live music on the street on weekends from July to September. In August we promoted Lake Week with window decals and a window display contest. In December, Santa Claus was back in his usual spot this winter in front of the post office and our carriage rides were as popular as ever. Unfortunately, our "Save the Tax" weekend in September could not be counted as a success due to uneven participation by members which made it difficult to market. There's a real desire for these types of events so the BIA Board is keeping some options and finances open so that we can host some fun public activities in 2022. We've applied for Main Street Ontario grant to expand our music series so that we can have live music on weekends from mid-May to the first weekend of October. Included in the application is funding for street dance/party, tentatively scheduled for October 1st. We've

submitted a second application to expand our holiday lighting program to entice more visitors in November/December. In 2021 we again covered 100% of the cost to light buildings in the BIA.

#### **Visitor Centre & Staffing:**

The BIA is so fortunate to have a reliable and talented part-time staff. Sharon Albers keeps our admin house and the books in order and Melissa Rada continues to create engaging and effective marketing materials and manage the music program, contests, communications and more. Melissa's regular office hours are Thursdays and Fridays with additional time on Tuesdays. In 2021, the BIA took over the hiring and supervision of the weekend staff at the visitor centre, previously administered by the Chamber of Commerce. Jasmine Rutschmann has been an excellent representative on Saturdays and Sundays and assists with marketing tasks. This position is reimbursed by the Township of Scugog. With the hiring of the Chamber of Commerce's new executive director, Kary Anne Large, there has been an immediate improvement in communication and collaboration with the Chamber of Commerce. Since we share the office and the goal of promoting our town and supporting local business, this is an important relationship. Alas, we are still waiting for renovations to provide an accessible, main floor, public toilet at the visitor centre. Covid closures and supply issues have had an impact.

#### **Advocacy:**

2020's angst-inducing and controversial Open Streets program led to the creation of the Open Streets Task Force to further study ideas and options. The BIA is represented on the task force by me, Christy Stone-Curry (Piano Inn & Café) and Angie DeJong (Hank's Pastries). I'm happy to report that there has been excellent dialogue and a more cautious approach as various options are explored. Now that the urgency of a "quick fix" has passed, a more long-term approach is being taken to improve the pedestrian experience in 2021 the BIA board become aware of some confusion and frustration regarding the sign by-law. As a result, there has been communication with the Heritage Committee and township staff to voice our concerns about overly restrictive 'guidelines.' The BIA will work with the Heritage Committee to create a document to clarify the requirements and help BIA members navigate sign approvals.

#### Things to Look Forward to:

- The Lake Scugog Enhancement Project continues. If all goes well, work will begin in the fall of 2022.
- The CIP (Community Improvement Plan) for downtown Port Perry was approved by Council. The program will provide financial assistance to property owners for restoration projects
- The Waterfront Action Plan continues. Though we won't see a public toilet in Palmer Park in 2022, it's in the budget for 2023
- We've submitted some solid grant applications for a music program and fall street party as well as a beefed-up holiday lighting program.
- At some point, Ontario will be fully re-open, with no capacity restrictions, and we can start to let down our guard, and worry less about our loved ones. And relax our tense shoulders, stop grinding our teeth at night, set opening hours that we know are viable, order stock, take reservations, and schedule staff without worrying that we'll have to change it again, and so on. Remember those days? They're coming back.

#### 8. Treasurers Report: Marina Brock

M. Brock summarized that, with S. Albers assistance, we have wrapped up a successful year with the budget. The consensus to spend the budget this year was achieved.

M. Brock noted the administration expenses were slightly higher due to the purchase of the laptop for S. Albers; marketing, promotion and the events were close to budget and the extra expenses were provided by the Central Counties funding. Overall, the expenses vs budget was tightly managed and all the funds were spent. M. Brock congratulated everyone for their diligence through this crazy time.

C. Curry-Stone asked for film revenue details. S. Bennett asked whether the film was returning to the downtown. Discussions concluded with B. MacLeod agreeing to contact L. Bower to inquire. All agreed, if the film is not returning to the downtown then the signs should be removed.

B. MacLeod extended her personal gratitude to M. Brock for the level of scrutiny. Everyone congratulated M. Brock on a great job done. M. Brock thanked S. Albers for part in the group effort to keep things on track. S. Albers thanked M. Brock for the attentive Treasurer she is and shared that the auditor is pleased with our efforts.

Unaudited Balance Sheet December 2021

Unaudited P&L Budget vs Actual - December 2021

Motion by P. Lyver to accept the Treasurer Report. Second by E. Sabate

Carried.

9. 2022 Budget: Marina Brock

2022 BIA Budget

M. Brock explained that the document was presented at the last year's AGM within the 2021 Budget as a two-year plan. Our approach was to keep the levy the same in 2021 and support members experiencing hardship, but yet, looking forward to 2022 to start the recovery with some events and new things.

The increase in the levy allows for a corresponding increase in each of the areas. The increase in part-time staff, M. Rada, will allow for more marketing and social media that coincides with our desire to bring back some events.

M. Brock explained that we have applied for a Christmas Lighting grant. The grant would alleviate some of the expenses that can be reallocated elsewhere.

S. Bennett asked whether he should reach out to the British Car Show, now that events are being brought back. B. MacLeod reminded everyone that the consensus was to focus on shopping events and community celebration. G. Evans suggested the car show could be combined with the shopping event. C. Curry-Stone recommended we create an events committee to develop new ideas.

B. MacLeod explained a grant application was submitted for \$28,000 towards music in the street.

**Port Perry BIA  
2022 Budget**

as presented to BIA AGM and Council in  
2021 as part of a 2 year plan

	<b>2021 Budget</b>	<b>2021 Actual</b>	<b>2022 recovery Budget</b>
Annual Levy	\$113,833	\$113,833	\$125,216
Surplus funds to be used	----	----	----
Event/grant revenues		\$2,140	
Film Revenue		\$2,000	
	<b>\$113,833</b>	<b>\$117,973</b>	<b>\$125,216</b>
<b>Administration</b>	<b>\$38,176</b>	<b>\$39,523</b>	<b>\$42,894</b>
Part time staff & Bookkeeping	\$21,500	\$23,763	\$27,000
Office expenses	\$2,500	\$1,381	\$2,318
Phone, internet, postage, supplies, computer	\$2,500	\$3,138	\$2,200
Rent	\$10,176	\$10,177	\$10,176
Utilities	\$1,500	\$1,064	\$1,200
<b>Marketing &amp; Promotion</b>	<b>\$10,500</b>	<b>\$10,701</b>	<b>\$11,340</b>
<b>Media Buy</b>			
Digital (incl. Instagram, facebook, Google adwords)	\$2,500	\$1,483	\$2,340
Print/Radio/TV	\$6,000	\$8,369	\$7,000
Mktg/Social/Rebranding	\$1,000	\$643	
<b>Content: Photography/Videography</b>			
<b>Events</b>			
special event marketing			\$1,500
<i>Christmas</i>			
Website maintance	\$1,000	\$206	\$500
<b>Events</b>	<b>\$48,157</b>	<b>\$50,163</b>	<b>\$53,300</b>
Christmas lighting- building tops 100%	\$23,600	\$21,761	\$23,600
Street lampposts and bows/trees on Queen	\$13,000	\$14,756	\$14,756
Park Entrance - Arch and wreaths only	\$700	\$321	\$500
Christmas expenses (Santa; carriage rides etc.)	\$7,557	\$6,562	\$7,764
Special event costs (excluding marketing)			\$2,000
Spring Event			
Fall Event	\$300	\$180	\$180
Sponsorships for events		\$1,352	
Street entertainment	\$2,000	\$3,724	\$3,000
carriage rides (excludes Christmas)	\$1,000	\$1,506	\$1,500
<b>Area Beautification</b>	<b>\$17,000</b>	<b>\$16,590</b>	<b>\$17,682</b>
Area beautification expense			
Street cleaning	\$2,000	\$308	\$2,000
Flowers	\$7,000	\$7,000	\$7,000
Lighting Infrastructure Maint/Installation	\$5,000	\$6,548	\$5,682
additional garbage cans			\$3,000
Banner Hardware Replacement	\$3,000	\$2,734	
<b>Capital Expenditures</b>			
None at this time			
<b>TOTAL</b>	<b>\$113,833</b>	<b>\$116,976</b>	<b>\$125,216</b>

Motion by S. Bennett to approve the 2022 Budget. Second by P. Lyver.

Carried.

10. Area Development Report: JoAnne Callery

**BIA Area Development Report for 2021 Annual General Meeting**

January – February 2021

The garland, snowflakes and white Christmas lights were removed for the lampposts and tops of all buildings.

### February – March 2021

The red “Welcome” and “Old Mill” banners were hung on Queen, Mary and Water Streets.

### May 2021

Mother’s Day carriage rides, located in front of Titlers, on Queen Street, returned with an overwhelming response. The carriage rides were available both Saturday and Sunday.

### June 2021

The Township hung the flowers on the street side of the lampposts and we changed the banners to the historic theme of Port Perry. Both the flowers and banners stayed until the end of September.

### October 2021

In the beginning of October, the lampposts on Queen, Mary and Water Streets were decorated with corn stalks, orange ribbons and sunflowers. They were removed at the end of October in time for the Veteran banners to go up. The Veteran banners remained until late November.

Thanksgiving weekend had the carriage rides return for both Saturday and Sunday. Both days experienced lineups and therefore considered very successful.

### November 2021

The repairs to the Santa’s Hut started. The hut needed the base secured, new doors, new floor, and the old decorations removed. The hut was painted and new signage was installed. The repair costs were not in the budget and so all the repairs were donated by Port Perry Auto Glass and the staff. With many thanks and appreciation to Port Perry Auto Glass, Santa’s Hut came back after 2 years.

The Santa Hut was situated in front of the Post Office on Queen Street from December 6th through to January 4<sup>th</sup>, 2022. With many thanks to Dana’s Goldsmithing, Santa had hydro this year.

### December 2021

The carriage rides returned for three weekends both Saturday and Sunday. They were also provided December 23<sup>rd</sup> and 24<sup>th</sup>. Even on a rainy Saturday, there were lineups all day. The carriage rides are a great drawing card to Port Perry and a wonderful success.

### Christmas Lighting 2021

- Installation of lights on the top of most buildings, in the BIA area, took place in early November.
- The top of the lampposts was lit with snowflakes.
- The poles were wrapped in green garland with a red ribbon, meeting the snowflake.
- White lights were installed on the gateway entrance to Palmer Park and the two trees adjacent the entrance.
- Three trees on Queen Street were wrapped in white lights.
- The Rotary Gazebo was decorated by the Rotarians this year.
- We have applied for a grant, on behalf of the BIA, for the 2022 Lighting Program. The grant would permit the following:

- To outline the Post Office and the two trees out front the Post Office in white lights. (This is where Santa's Hut is situated and it is dark)
- Working with the Township, we would like to frame out the Old Mill, on both sides, and highlight the wording "PORT PERRY". This would make it stand out from the top of Queen and Simcoe Streets to the top of the Island Road.
- Situate 3 to 5 reindeer, of two different sizes, in Palmer Park among the trees and near the Rotary Gazebo.

L. Brown asked J. Callery when she expected response to her grant application. J. Callery suggested sometime in February or March 2022.

S. Bennett asked whether the lights could move, that were going onto the old mill, for more interest. J. Callery agreed to investigate the idea.

L. Brown received confirmation that a grant application for \$28,000 was submitted for a music event and \$66,128.00 for the 2022 Lighting Program.

S. Bennett discussed the ongoing concerns about garbage. The cans are regularly full and attention to the intervals of emptying the garbage cans should be reviewed. J. Callery said she is looking to purchase six or seven new cans. M. Brock suggested we discuss the emptying intervals with the Township since it is not only a BIA issue but a tourism issue.

P. Lyver applauded J. Callery for her hard work.

## 11. Economic Development Committee: Birgitta MacLeod

### **Economic Development Advisory Committee Update:**

This committee is made up of representatives from local businesses and sectors, including, for example, agriculture & housing, as well as municipal and regional governments. Having a BIA representative on the committee means that we can stay informed and also advocate on behalf of member businesses and property owners. The Open Streets Task Force is part of EDAC and where we spent the most energy this year. In 2022, EDAC will be involved in gathering data related to business retention and expansion for Scugog.

S. Bennett asked whether the committee had a budget to spend on economic development in the town. B. MacLeod replied that the Economic Development Advisory Committee does not have its own specific budget. There are projects designed and run by Township staff or Regional staff that are funded by Rural Economic Development Grant.

P. Lyver asked whether they were doing anything in the way of innovation and technology and identifying start-ups to support. We have a technically advanced town compared to other areas in Durham with fibre optics internet and the opportunity to have gigabyte internet to the buildings. Is this identified as an opportunity because it brings employment to Port Perry. B. MacLeod replied that one of the areas of focus is on highspeed internet in the area. Also, some of the items in the work plan are data collection related to business expansion and retention and how to capitalize on the numbers of people working from home and remotely. P. Lyver will provide a list of specific questions for B. MacLeod to ask at the next meeting.

## 12. Marketing Committee Report: Patrick Lyver / Dana Smith

P. Lyver identified the following topics to explore with the board in upcoming meetings:

- Explore how to expand more focus around the Christmas lights, at nighttime, and elevate awareness to bring more people to town to see them.
- Explore more social media with the inclusion of stories and reels. Also, with more music in the streets, how can we be leveraging the cross-promotion opportunities that musicians bring as influencers. Create content that support the musician that they can share on their social media to support us.
- Explore outbound communication to members so that it is not so templated. Play around with email communications and maybe layer in SMS marketing. There is an opportunity to capture visitors' mobile phones through some form of QR experience.
- Explore digital based events for B2B and professional services members.

B. MacLeod agreed the ideas were all great ideas and a deeper discussion should take place in the next meeting. B. MacLeod shared that M. Rada was developing a marketing idea geared towards the professional services in Port Perry.

S. Bennett suggested an event be created in February and coordinate around the ice rink provided by J. Mackey. S. Bennett suggested ice sculptures, curling, snowmobile racing and bikes racing. J. Mackey said although snowmobile and bikes racing are insurance prohibitive, the pond hockey and polar plunge are normally in February. C. Nicholson confirmed they are looking to create new ideas and the pond hockey and polar plunge events are coming next year. W. Wotten explained the collaboration of all groups including the BIA, Rotary, and Chamber will ensure events are successful.

## 13. Marketing and Events Coordinator Report: Melissa Rada

2022 – A Review In Pictures

## 14. Tourism Advisory Committee: Stewart Bennett / Carey Nicholson



**Scugog Tourism Advisory Committee Information Presentation and Update  
January 2022**

**Presented by: Carey Nicholson, TAC Chair, Stewart Bennett, TAC Vice Chair**

**Mandate**

The mandate of the Tourism Advisory Committee (TAC) is to represent a variety of Tourism stakeholders and work with staff to further tourism-focused strategic goals and initiatives as set out by Council.

### **Vision**

To provide advice, comments and recommendations to Council on tourism services, activities and initiatives to promote the Township.

### **Committee Members**

The current committee is made up of 7 voting members, including:

- Councillor Wilma Wotten, Regional Councillor, Deputy Mayor,
- Committee Chair, Carey Nicholson, Artistic Director & General Manager, Theatre on the Ridge,
- Vice Chair and appointed representative for the Port Perry BIA, Stewart Bennett, owner The Wee Tartan Shop,
- Treasurer, Marion Meyers, President, Scugog Council for the Arts,
- Appointed representative for the Scugog Chamber of Commerce, Michael Filip, owner, Scugog Computers,
- Jack Doak, owner, Old Flame Brewery,
- Kenneth Laroza, realtor.

Guests and contributors to the committee include:

- Bobbie Drew, Mayor,
- Lori Bowers, Director of Community Services, Township of Scugog,
- Shannon Kelly, Recreation & Culture Coordinator, Scugog Shores Museum Village & Archives,
- Kristyn Chambers, North Durham Tourism Specialist from Durham Tourism, Region of Durham,
- John Mackay, owner, Port Perry Marina.

Also providing regular input to the committee are:

- Brandon Pickard, Manager Tourism, Region of Durham,
- Eleanor Cook, Field Manager – Durham, Central Counties Tourism.

Committee administrative support by Lindsay Burnett, Administrative Assistant to the Director of Development Services, Township of Scugog

## Activities Overview

This inaugural Scugog TAC is entering its final year of a four-year term, which will end with the municipal election later in 2022, in September.

It has been a challenging first term as a new municipal committee. Our first task in late 2018 was to finalize and successfully recommend the first Scugog Community Tourism Action Plan for approval by Township Council.

Our first year of activity in 2019 focused on laying the groundwork for, and initiating many of the items on the plan. The term goal is to see the Action Plan complete or nearing completion by the end of our final year, 2022.

Covid 19, and its variants, has dramatically impacted the course and activities of this committee, and every committee, business, and organization in Scugog. Now entering the third year of the pandemic, tourism, along with its related industries still remains the sector most significantly affected by restrictions and extended shutdowns.

As a result of the pandemic, we have not always been highly visible as a committee and our activities not widely known. However, the TAC has addressed much of its mandate in these challenging times; a significant accomplishment, considering that the majority of committee members are also sole proprietors, owners or executives of tourism related businesses and organizations, which have been highly impacted by the public health crisis.

Included in this presentation is an update on several key areas of our action plan to date, and the next immediate steps that are now being taken in 2022, including several that will benefit all Scugog businesses and organizations regardless of sector, specifically the Tourism Ambassador Program, a tourism marketing strategy and communications network, and an upcoming dialogue addressing the unique workforce needs of tourism related businesses to support a positive and strong tourism economic sector.

It's simplistic to think of tourism as a stand alone sector – a series of activities or events, separate and removed from day to day, other non tourism specific business activities - but successful, holistic and responsible tourism within a community comes from a mindset and state of engagement held by all its members, one that encourages everyone to see their contribution to how the community engages with itself and its visitors, to share all its unique identity and wealth.

# SCUGOG TOURISM ADVISORY COMMITTEE

## Activity Update- 2021/222

### OVERVIEW

#### 1. Tourism Ambassador Program

The Tourism Ambassador Program (TAP) is webinar module created by Central Counties Tourism for new tourism businesses and employers looking to leverage visitor markets and increase staff customer service skills; and students or volunteers with a role in tourism and customer service. The purpose of the course is to provide a better understanding of the relationship between tourism, community businesses and the local economy. The TAP's goal is to reinforce how to provide a welcoming experience for visitors and encourage them to spend more money in your community, as well as return again.

##### **Course participants will learn how to:**

- Treat each visitor in a way that creates a memorable guest experience
- Create positive interactions that encourage visitors to stay longer, explore the area, spend more money, share their experiences and return again
- Build a visitor-friendly community through grassroots engagement
- Elevate the role of staff from being a service provider to a Tourism Ambassador and champion for their town and region

##### **Topics include:**

- Getting to Know Tourism in Ontario
- Understanding Your Visitors
- Being a Tourism Ambassador
- Six Steps to Great Customer Service

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- Tips for Effective Communication
- Handling Customer Complaints
- Your Customer Service Commitment

**A student with the Durham College Tourism Destination Marketing Program will be dedicated to the Tourism Ambassador Program for the three Northern Municipalities. This student will be:**

- Assisting with promotion of the TAP program
- Providing marketing support (write promotion for e-news, social media support)
- Providing assistance for the members to register for the TAP program
- Helping to onboard more businesses and staff members
- Maintaining registration list
- Other duties as assigned for project support

\*The creation of a Tourism Ambassador Program was an action item from The Township of Scugog Community Tourism Plan.

#### 2. Visitor Research Program

The Scugog Tourism Advisory Committee has contracted Central Counties Tourism to run an Environics Program for the Township of Scugog, which includes visitor tracking through geo-fencing in areas of the municipality that are home to tourist locations. By creating specific geo-fences, an invisible barrier around a particular area, we will be able to capture the count of

everyone who enters that geo-fence, as long as they are over the age of 15 and have a cell phone with them that has its location services enabled. This new geo-fence data will capture the number of unique visitors, the number of trips made by those visitors, the distance they travelled from their common evening location (their home), and provides an analysis of those cell phone holders over a specific time period.

### **3. Downtown Port Perry Visitor Research**

Providing and interpreting tourism research to assist businesses to make evidence-based decisions has been listed as one of the priorities in the Township of Scugog Community Tourism Plan.

This program will include Central Counties running a geo-fence around Downtown Port Perry for the years of 2019, 2020, 2021, and 2022. This will allow for us to report on visitor data for pre-pandemic, pandemic, and hopefully post-pandemic.

The stats that we will receive will be able to highlight:

- Where your visitors/guests/customers/members are coming from;
- How far they are driving;
- What cities contain the most people in your target audience; and
- A profile of your top five target audience, including media usage and psycho-graphics.
- What recreational activities interest them
- What type of food and drink they are interested in
- Where hotspots of people interested in your product may be, and even how they like to receive information about your product.

This program will be able to provide us with a deeper understanding of your customers and valuable information to improve our marketing ROI, identify possible partnerships and help to grow our businesses.

### **4. Wayfinding Signage Update**

Phase 1 (downtown Minor signage/pre-determined destination signage i.e. for people who arrive in Scugog because they planned a trip) is included in the 2022 Capital Budget (\$30k),

Phase 2 (Major Directional signage/transient visitor signage, ie. located outside Scugog to attract people who are on the road but not necessarily planning to arrive in Scugog) is included in the 2023 Capital Budget (\$45k).

An RFP for the wayfinding signage needs to be prepared prior to signs being designed/purchased/installed. At this time, there is not a date for when the RFP will be ready. It was to have been written in the fall of 2021, however, due to Staff workloads and other projects, this has not yet happened.

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### **5. Waterfront Public Washrooms**

The public washroom design is for Palmer Park, which is part of the Waterfront Action Plan. The design was included in the 2021 Capital Budget, it is anticipated to be completed in the fall of 2022. Construction of the public washroom is included in the 2023 Capital Budget.

### **6. Tourism Marketing Strategy and Communications Network**

These two related Tourism Action Plan items are now underway in 2022, with the

expectation of having a draft strategy completed by early summer. Within this strategy, will be the development of a communications network to connect tourism related businesses and organizations so that updates and information can be shared with each other in a timely manner to support planning, patron, and customer service, etc. and provide a comprehensive “big picture” of Scugog tourism related events and activities.

## **7. Identify opportunities to address the unique workforce needs of the local tourism sector.**

These opportunities will include engaging the local tourism sector through a tourism forum, originally planned for 2020, the development of a tourism sector survey to begin to gather information and data as a starting point and to better inform the priorities and direction of deeper conversations on specific workforce needs and challenges and one on one discussions with tourism sector operators and business owners.

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### 15. Update from Council: Lance Brown

**Subject:** FW: Notes coming out of Council, January 31, 2022, Council GPA February 7 for BIA AGM

January 31:

Council endorsed the IT structure as laid out in the report. Will add another person in IT (for a total of two)-part timer is being considered. The Town has been approved for two grants for Municipal modernization. Approved for a disaster grant of 56,000, 100% from (Provincial/Federal) other governments. Also, a grant for IT for service delivery modernization of not more than 100,000. The Mayor and some Councillors celebrated the 25<sup>th</sup> anniversary of the Casino. Step 3 of the Ontario reopening provides for 50% capacity in restaurants and gyms, among other things. Gatherings of 10 people indoors and 25 people outdoors. The SCRC is open for ice sports, meeting rooms and event spaces, people will still be asked to show proof of vaccination. Plans are underway for programs for March Break. The closure of the arena has helped with some touch-ups to Plexiglas, dressing rooms, floors, lighting and painting. Some staff who were affected by the SCRC shutdown were re-deployed to assist with winter maintenance

The 2022 Tourism Committee Work Plan was discussed, some talk of co-ordinating store hours to help local businesses and a marketing strategy. Hope to pass information along to people and key stakeholders. An inventory of cultural assets is being done. It was noted the pandemic has had an effect on Tourism. The Ambassador Program is being run in conjunction with Central Counties Tourism, creating greater awareness, the program is on-line. Geofencing discussed, captures data from cell phones, people in stores and restaurants, etc. Tourism asking for 5000 in their budget, will be working with the BIA where appropriate. I asked about wayfinding and whether Heritage Committee would be consulted for input on the signs, I was told yes.

The 2022 Heritage Work Plan was presented by Guy and Marina, Marina outlined initiatives completed in a busy year. 4 historic plaques (5<sup>th</sup> is done but needs a stand, which has been located). Three parapet restorations completed for the year; they are hoping this sort of work will continue in 2022 (Heritage Grants, now through

CIP). Completed Heritage Sign Design documents, took a lot of time and work. So, for 2022, Street Naming Policy to be done (with Robin of the Township) on a draft with Peter Hvidsten, getting a list of people and places, including the First Nations. Committee noted the Grant successes last year, and noted people are asking about applying to do more.

The new fire truck has been picked up and is being outfitted. There's a Volunteer Firefighter Recruitment information session Thursday the 17<sup>th</sup> of February from 5-8 at the SCRC.

From Council GPA February 7, 2022:

Township is still seeking crossing guards, there have been issues getting people to fill these positions. The shortage leaves no guard at Reach and Simcoe streets, for one. Contact the Township if you're interested. Trained Staff have been re-deployed as crossing guards but there is still a shortage. A reminder it's illegal to park overnight from November 1<sup>st</sup> to April 15 and during snow events. Drivers are reminded to never pass a working plow.

Covid numbers continue to decline. The Township has its new online burn permit up and running, 200 processed so far.

The Public Works and Infrastructure Annual Report for 2021 was given. The scope of services includes Asset Management, Road Maintenance, Capital Road and Bridge Projects to name four. There were four major park projects in 2021, including the design for the replacement of the Palmer Park playground. There were 1,106 Service requests in 2021. Most frequent involved trees, road conditions, street lights, ditches and drainage. Work planned for 2022 includes the implementation of new Township-wide speed limits, the replacement of the Joe Fowler Picnic Shelter, design for a new washroom in Palmer Park and the roof replacement at Town Hall 1873 and design for repairs to the Bell Tower (building condition assessment currently nearing completion. Once completed they will begin the design phase. Based on the grant the timeframe to reinstall the Bell Tower is 2023).

The draft Operating Budget was released, the increase on the average Scugog household is 7.60 a month. With the Region's expected increase of 5.44 and no increase from the school boards tax bills will increase on average 13.04 per month, or around 150 dollars (156.48) a year. Changes to the budget include adding staff in IT, Administration support and a new Projects Manager position. The Township is and has been under-staffed for quite some time. The additions are seen as critical to continuing proper service delivery. The Township maintains 826 lane kilometers of roads, 29 kilometres of sidewalks, 15 parking lots, 12 ball diamonds, 9 halls, 19 parks, 2 recreation complexes and 2 fire halls. 56% of your tax dollars are Federal, 34 % Provincial, 10 Municipal. Of the 10 %, Scugog will get 3%, the rest to the Region and School Boards. In 2021, The Township came up with an IT Strategic Plan, Waterfront Action Plan Final Report, the Active Transportation Master Plan was approved, the

Website was updated, 12.8 Kilometres of paved roads were redone, the Community Improvement Plans began in the Employment Area and Downtown, 85 new Trees were planted on boulevards, 28 LEAF Project trees and shrubs were added. And 200 "slow down" lawn signs were given out. For 2022 The IT Strategic Plan includes Cloud Permit software to track permits, new phones, continuation of the Open Streets Task Force, the Lake Scugog Enhancement Project begins in the Fall, The ATP implementation begins (with 3 new pedestrian crossovers), and an Election is coming.

Council has already approved the Capital Budget. The draft Operating Budget was part of an open house February 7<sup>th</sup>, a report will come to Council February 28<sup>th</sup> for approval.

S. Bennett asked when the construction on Water and Queen Street were to begin. L. Brown will look up the information and let him know.

S. Bennett thanked L. Brown for his support for the BIA and Township and hopes he will continue in his role.

B. MacLeod also thanked L. Brown for his responsiveness to the BIA throughout the year.

B. MacLeod shared that D. Smith is wanting to step down for the board because she is so busy with her business. D. Smith will notify the clerk of this to make it official and we will be looking for a new board member until the Municipal election in the Fall.

Motion by P. Lyver to adjourn 8:14 pm

Adjourned meeting.

Next Meeting: March 8th, 2022

Location: To be determined