
Council Minutes

Council Members Present:

Mayor D. Henderson
Councillor J. Baker
Councillor L. Bursey
Councillor P. Deery
Councillor J. Earle
Councillor J. Fullarton
Councillor M. Kalivas
Councillor D. LeSueur

Regrets:

Councillor T. Blanchard

Staff:

B. Casselman, City Manager
C. Cosgrove, Director of Operations
D. Dick, Director of Corporate Services
S. MacDonald, City Clerk (Recording Secretary)
R. Nolan, Director of Economic Development

MOTION TO MOVE INTO CLOSED SESSION (5:33 PM)

Moved by: Councillor LeSueur Seconded by: Councillor Kalivas

THAT pursuant to *Municipal Act*, 2001, Section 239 Sub. 2 (e) & (f), Council resolve itself into the Committee of the Whole, In Camera, closed to the public to consider:

1. litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board;
2. advice that is subject to solicitor-client privilege, including communications necessary for that purpose;

CARRIED

REPORT OF THE COMMITTEE OF THE WHOLE IN CAMERA

Moved by: Councillor Deery
Seconded by: Councillor Earle

THAT Council rise from Committee of the Whole, In Camera and the Chairman report that all recommendations adopted in Committee of the Whole, In Camera, be adopted.

CARRIED

MAYOR'S REMARKS

Mayor Henderson noted the upcoming Brockville Winter Classic Weekend in mid-February. It has become Brockville Winter Carnival. This year will feature the New York Rangers alumni.

His Worship provided an update on AMO initiatives including blue box funding, police legislation; health care task force, addressing of funding models for medium sized hospitals; cannabis funding allotment to municipalities is under discussion to help offset additional costs (i.e. policing and social services) and METCO to deal with the OMERS pension body on behalf of employers.

DISCLOSURE OF INTEREST

Nil.

ADOPTION OF COUNCIL MINUTES

Moved by: Councillor Kalivas

THAT the minutes of the Council Meeting of October 24, 2017 and December 12, 2017 be adopted and circulated as read.

CARRIED

CORRESPONDENCE, COMMUNICATIONS AND PETITIONS

1. **Eating Disorder Awareness Week
(National Eating Disorder Information Centre)**

Moved by: Councillor Bursey

THAT Council proclaim the week of February 1st to February 7th 2018 as Eating Disorder Awareness Week in the City of Brockville.

CARRIED

2. **Shriners' International Burn Awareness Week
(Doug Hone)**

Moved by: Councillor Bursey

THAT City Council hereby proclaim February 4th to 10th, 2018 Shriners' International Burn Awareness Week in the City of Brockville.

CARRIED

DELEGATIONS

1. **Proposed Hotel Tax
Ida Duc, Owner, Sir Isaac Brock B & B Luxury Suites**

Mrs. DUC addressed Council with concerns regarding the proposed hotel tax.

2. **Proposed Hotel Tax
P. Robertson, Executive Director, Brockville and District Chamber of Commerce**

P. Robertson addressed Council with respect to the proposed hotel tax.
Additional material was provided and is attached to the minutes.

ECONOMIC DEVELOPMENT AND PLANNING COMMITTEE

Councillor M. Kalivas, Chair
Councillors J. Baker, L. Bursey, D. LeSueur
Meeting held January 9, 2018

EDP - CONSENT AGENDA

Moved by: Councillor Kalivas

THAT the following items, as listed on the Economic Development and Planning Committee agenda are recommended by the Economic Development and Planning Committee to be passed by Consent Agenda

CARRIED

1. **2018-001-01**
Brockville Museum
Request for Transfer of Funds

THAT Council authorize the transfer of \$6,129.47, from the Brockville Museum Reserve Fund (account 02-5-191954-6436) to be used to reimburse costs associated with re-cataloguing, preserving and storing objects in the Cossitt Collection incurred in 2017.

2. **2018-004-01**
Proposed Amendment to Sign By-law 84-89
335 Stewart Boulevard, Brockville
Applicant: Eastern Engineering Group
Owner: Ventrum Brockville Inc.

THAT the application to amend Sign By-law 84-89 to allow Ventrum Properties Inc. to install an oversized pylon sign, measuring 9.14 metres in height and a total sign area of 38.1m², at 335 Stewart Boulevard, Brockville, be approved.

3. **2018-005-01**
Encroachment Agreements
11-13 Beecher Street, Brockville

THAT Council authorize the Mayor and Clerk to execute an encroachment agreement with the Toronto-Dominion Bank, for the encroachment of framed steps onto the Beecher Street road allowance to a maximum of 1.19 metres.

EDP - REGULAR AGENDA

1. **2018-002-01**
Hotel Tax

Moved by: Councillor Kalivas

THAT a hotel tax at a proposed rate of 4 percent on all Brockville transient accommodations effective May 1, 2018 be approved;

THAT the total amount of hotel tax be used for Tourism related activities;
and

THAT an implementation plan be developed prior to initiating the hotel tax;
and

THAT the necessary bylaw be enacted;

THAT the Township of Elizabethtown-Kitley be encouraged to implement a similar transient accommodation tax.

CARRIED, ON A LATER VOTE

Motion to Amend

Moved by: Councillor LeSueur

THAT the motion be amended to "at a proposed rate of up to 4 percent"

DEFEATED

The vote on the original motion, was now taken and the motion, as amended, was carried.

Amended Motion

Moved by: Councillor

THAT a hotel tax at a proposed rate of 4 percent on all Brockville transient accommodations effective May 1, 2018 be approved;

THAT the total amount of hotel tax be used for Tourism related activities;
and

THAT an implementation plan be developed prior to initiating the hotel tax;
and

THAT the necessary bylaw be enacted;

THAT the Township of Elizabethtown-Kitley be encouraged to implement a similar transient accommodation tax.

CARRIED

FINANCE, ADMINISTRATION AND OPERATIONS

Councillor J. Fullarton, Chair

Councillors T. Blanchard, J. Earle, P. Deery

Meeting held on January 16, 2018

FAO - CONSENT AGENDA

*Councillor Baker requested to separate Staff Report No. 2018-008-01,
Lease of Caboose - Escape Room*

Moved by: Councillor Fullarton

THAT the following items, as listed on the Finance, Administration and Operations Committee agenda are recommended by the Committee to be passed by Consent Agenda

CARRIED

1. **Widening of Highway 401**

WHEREAS the volume of traffic along Highway 401 through Eastern Ontario is at the point where the current four-lane design is inadequate;

AND WHEREAS the congestion due to the rising number of commercial and regular vehicles is putting the safety of motorists and first responders at risk;

AND WHEREAS since May 2017 there have been 12 fatal crashes on Highway 401 between Trenton and Cornwall that have claimed the lives of 16 people and injured 18 others;

AND WHEREAS these collisions result in prolonged closures of the highway that put a strain on emergency resources and create dangerous conditions on secondary roads not designed for heavy traffic volumes;

AND WHEREAS expanding Highway 401 to six lanes through Eastern Ontario is essential to public safety and supporting the region's economy;

AND WHEREAS in response to the dangerous situation on the highway through Eastern Ontario, the Minister of Transportation stated: "At this time, the ministry does not have plans to widen Highway 401 through this area."

THEREFORE BE IT RESOLVED THAT the Council for the Corporation of the City of Brockville supports expanding Highway 401 through Eastern Ontario to six lanes and that the Ministry of Transportation add the expansion plans to its Southern Highways Program.

AND FURTHER THAT copies of this resolution be sent to the Minister of Transportation, AMO, ROMA and the MPPs representing Eastern Ontario.

2. **2018-006-01**
2018 Municipal Election Council Restrictions after Nomination Day

THAT Council receive report 2018-006-01, 2018 Municipal Election, Council Restrictions after Nomination Day for information purposes.

3. **2018-007-01**
Provincial-Municipal Gas Tax Agreement

THAT Report No. 2018-007-01 dated January 8, 2018 regarding Provincial-Municipal Gas Tax Agreements be received for information.

AND FURTHER THAT the Mayor and Director of Corporate Services be authorized to sign the "Municipal Funding Agreement for the Transfer of Dedicated Gas Tax Funds "on behalf of the City of Brockville.

AND FURTHER THAT staff be authorized to bring forward a by-law to execute the Municipal Funding Agreement between the Association of Municipalities of Ontario (AMO) and the City of Brockville, and all subsequent agreements or amendments with respect to the Dedicated Gas Tax Funds with the Association of Municipalities of Ontario.

4. **2018-010-01**
Fire Dispatch Communications Service Agreement

THAT Council authorizes the Mayor and Clerk to execute a Fire Dispatch Communication Service Agreement between the City of Brockville and the Corporation of the Town of Prescott for the period of five years commencing on January 1st, 2017 and ending on December 31st, 2021.

5. **2018-009-01**
Ontario Municipal Commuter Cycling Program

THAT Council authorize the Mayor and City Manager to enter into a Transfer Payment Agreement with Her Majesty the Queen in Right of Ontario as represented by the Minister of Transportation for the Province of Ontario for the Ontario Municipal Commuter Cycling Program.

6. **2018-003-01**
Water & Wastewater Quarterly Report (Oct - Dec 2017)

THAT Staff Report No. 2018-003-01, Water & Wastewater Quarterly Report (Oct - Dec 2017) be received.

FAO - REGULAR AGENDA

1. **2018-008-01
Lease of Caboose - Escape Room**

Moved by: Councillor Fullarton

THAT the City of Brockville enter into a lease with Ottawa Tasting Tours for the use of the caboose in Armagh S. Price Park as an "Escape Room".

CARRIED

NEW BUSINESS - REPORT FROM MEMBERS OF COUNCIL

1. **Motion to Rescind - Suspending the three month sales of parking permits from Council meeting of November 28, 2017**

Moved by: Councillor Fullarton

THAT the following resolution from the Council meeting of November 28, 2017 be rescinded, thereby resuming the sale of three-month parking permits:

"THAT Council suspend the sale of Parking Passes beyond a 1 month period, pending a comprehensive Parking Rate Review."

CARRIED

BY-LAWS

- 001-2018 A By-law to Authorize the Appointment of Municipal Law Enforcement Officers and Peace Officers as it Applies to the Private Property of Brockville General Hospital (42 Garden Street, Brockville)
- 002-2018 A by-law to authorize the Corporation of the City of Brockville to enter into an agreement with the Province of Ontario for the allocation of Gas Tax Funds
- 003-2018 By-Law to adopt the 2018 Operating, Capital, Water, and Wastewater Budgets

- 004-2018 Being a By-Law to regulate the water rates for the City of Brockville and certain areas of the Township of Elizabethtown-Kitley
- 005-2018 Being a By-Law to Adopt fees and charges respecting Wastewater Services
- 006-2018 Being a By-Law to Establish General Fees and Service Charges
- 007-2018 By-law to Amend City of Brockville Sign By-law 84-89 (335 Stewart Boulevard - Report 2018-004-01 – File 84-89-55)

READING OF THE BYLAWS

Moved by: Councillor Deery
Seconded by: Councillor Bursey

THAT By-laws Numbered 001-2018 to 007-2018 be introduced and the same be now read a first, second and third time, signed by the Mayor and Clerk, sealed with the Seal of the Corporation and be recorded.

CARRIED

CONFIRMATORY BYLAW

Moved by: Councillor Deery
Seconded by: Councillor Bursey

THAT By-law Number 008-2017 to confirm the Proceedings of Council at its meeting held on January 23, 2018 be read a first, second and third time, signed by the Mayor and Clerk, sealed with the Seal of the Corporation and be recorded.

CARRIED

MAYOR'S ANNOUNCEMENTS

MEDIA QUESTION PERIOD

ADJOURNMENT

Moved by: Councillor Deery
Seconded by: Councillor Bursey

THAT Council adjourn its proceedings until the next regular meeting scheduled for February 13, 2018.

CARRIED

The meeting adjourned at 8:28 pm.

Mayor

City Clerk

Estimated Visitor Stats for 2017

382 Rooms Available in Brockville

(1000 Islands B&B, Brockberry, Grill & Suites, Brockville & 1000 Islands Cottage, Chalet Cabins, Comfort Inn, Daniel Suites, Days Inn, Holiday Inn, Noble Suites, St Lawrence College, Tall Ships Landing, Travelodge)

Average Occupancy rating for Brockville is 64%

(CBRE Hotels Report, Average for January –August, 2017)

382 rooms x 64% Occupancy

=244 rooms full each night / 89,000 full rooms for the year

Average Room Rate in Brockville is \$114/night

(CBRE Hotels Report, Average for January –August, 2017)

89,000 full rooms X \$114

=\$10,146,500 in revenue for accommodations

Average of 1.5 guests per room x 89,000 full rooms for the year

=133,500 Overnight Visitors in Brockville

By tracking visitors through our POS system, we calculate that 70% of our visitors were visiting from close enough to not warrant a hotel room, and 30% would have needed to stay overnight.

450,000 people visiting Brockville this year

30% (135,000) are overnight guests

70% (315,000) are only spending the day

The Average Visitor in Ontario Spends \$86/day (not including accommodations)

The Ministry of Tourism, Culture and Sport TREIM report

Travel Services	\$0
Public Transportation	\$5
Private Transportation - Rental	\$0
Private Transportation - Operation	\$18
Local Transportation	\$0
Accommodation	\$0
Food & Beverage - At Stores	\$1
Food & Beverage - At Restaurants/Bars	\$26
Recreation & Entertainment	\$31
Retail - Clothing	\$2
Retail - Other	\$2
Total	\$86

(450,000 visitors X \$86/day) +\$10,146,500 revenue from accommodations

=\$49 Million for Brockville's Economy Generated by Tourism.

MISSION

Increase the economic benefits to Brockville & surrounding area through tourism.

VISION

Become a premiere travel destination as part of the 1000 Islands.

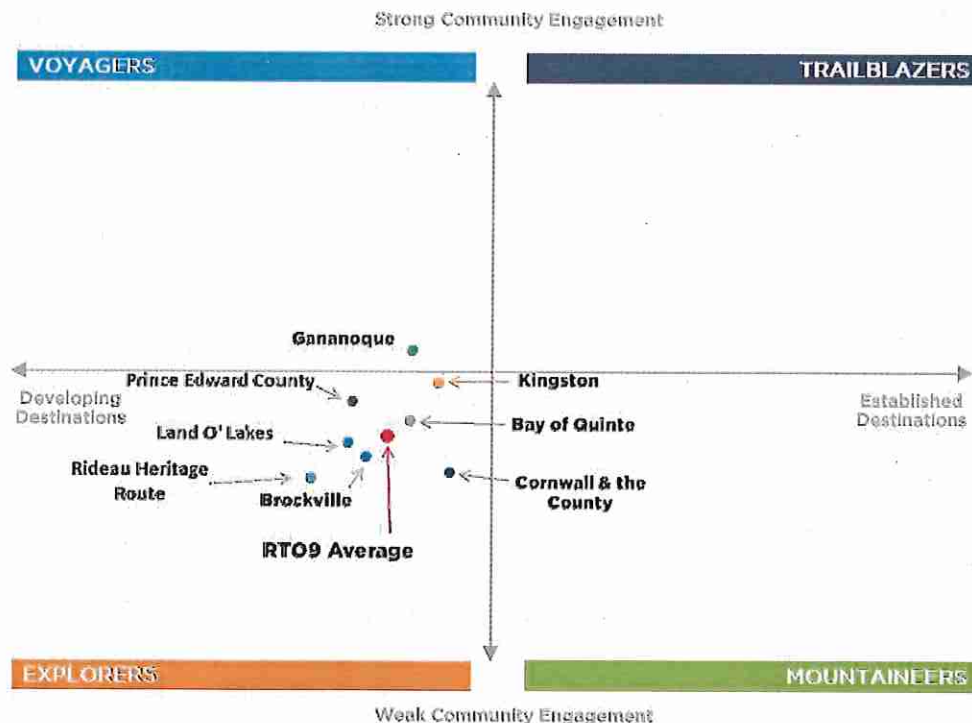
KEY OBJECTIVES

- * Campus Coordination
- * Grow Partnerships
- * Marketing & Communications
- * Funding & Finance
- * Monitoring & Measurement
- * Visitor Services

STRATEGIC PLANNING

As the first step in building a long-term strategy for tourism, Brockville & 1000 Islands tourism partnered with The Great Waterway and DestinationNext to build an assessment of Brockville as a tourist destination based on levels of community engagement and how developed we are as a destination.

We look forward to partnering with the Economic Development Department in developing a long-term strategy for Tourism in Brockville in 2018.



INFORMATION REQUESTS

Walk-in Traffic: 13,753 (+6% to LY)

- * Market Street: 9044
- * Blockhouse: 4709
- * 2016 Market Street: 8130
- * 2016 Blockhouse: 4836

Phone Calls: 1,417

Toll Free Calls: 296

email: 205

VISITOR GUIDE

Printed: 100,000

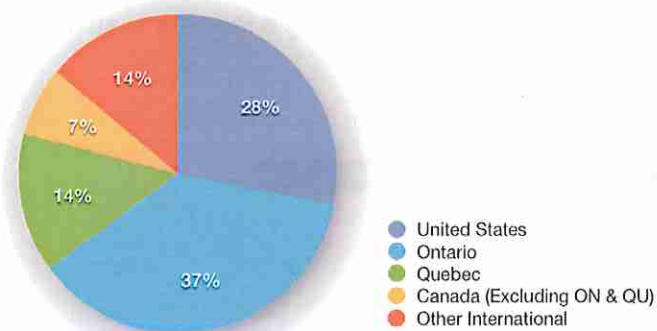
Distribution:

- * Personal Mailouts: 137
- * National Women's Show: 900
- * Regional Distribution Week: 13,510
- * US Brochure Swap & I-81 Hwy: 4,000
- * Newspaper Insertion in Montreal, Ottawa and Watertown: 60,000
- * Regional Tourism Offices: 6,650

POS VISITOR TRACKING

Visitors that made purchases at our gift shop were asked where they were from and locations were recorded in our POS system.

These results exclude purchases made by residents of Leeds & Grenville.



PARKING PASSES ISSUED

One day of free parking in Market Street & Water Street lots was issued only to visitors from outside of Brockville. This encouraged visitors that would have left Brockville to stay and explore the area.

Parking Passes Issued: 125

2016 Parking Passes Issued: 231

Parking passes no longer issued on weekends.

GROUP INFORMATION BAG REQUESTS

Welcome Bags: 1,282

2016 Welcome Bags: 1906

Examples of groups and events:

BGH Physician Recruitment, International Air Show Convention, National Women's Show, Catholic School Board, New Jersey Scuba Show, Realtor Relocation Packages, 1000 Islands Triathlon.

WEBSITE PAGEVIEWS

Unique Pageviews: 181,575

2016 Unique Pageviews: 183,092

Top Viewed Pages:

- * Homepage
- * Annual Festivals & Events
- * Events Calendar

Top Cities:

- * Ottawa: 16.5%
- * Brockville: 16%
- * Montreal: 14%
- * Toronto: 8.5%
- * Kingston: 4.5%