



## Finance, Administration and Operations Committee

Tuesday, June 16, 2015, 4:15 pm  
City Hall, Council Chambers

### Committee Members

Councillor T. Blanchard,  
Chair  
Councillor P. Deery  
Councillor J. Earle  
Councillor J. Fullarton  
Mayor D. Henderson,  
Ex-Officio

### Areas of Responsibility:

Clerk's Office  
Environmental Services  
Finance Department  
Fire Department  
Human Resources Dept.  
Operations Department  
Airport Commission  
Arena Advisory Board  
Brockville Municipal  
Accessibility Advisory  
Committee (BMAAC)

CRCA  
Cemetery  
Health Unit  
Joint Services Committee  
PLMG  
Police Services Board  
Safe Communities Coalition  
St. Lawrence Lodge  
Management Board  
Volunteer Awards

All legal matters [excepting  
the purchase and sale of  
land]

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## **AGENDA**

### **DISCLOSURE OF INTEREST**

### **DELEGATION(S) AND PRESENTATION(S)**

1. Stephanie Saunders

*Ms. Saunders would like to speak to the Committee about the need for a Flag Protocol in the City of Brockville.*

### **CORRESPONDENCE**

4 - 18

1. A Study on Youth Downtown Shopping Trends  
(Youth Advisory Committee)

*THAT the study on Youth Downtown Shopping Trends and Appendix be received.*

## STAFF REPORTS

- 19 - 21      1.      2015-064-06  
E2015-04, Supply and Delivery of a  
Conventional Bus

*THAT the tender from Girardin Blue Bird Ontario Inc., Brantford, Ontario, in the amount of ninety-six thousand eight hundred and nine dollars and forty two cents (\$96,809.42), including HST, for the purchase of one conventional passenger bus be accepted; and*

*THAT the necessary funds be expensed from the Fleet Capital Account 9101010-9902033-9361.*

- 22 - 24      2.      2015-065-06  
Proposed Parking Restrictions  
Perth Street and Church Street

*THAT parking be restricted on the south side of Church Street from Perth Street to 19.0 meters east of Perth Street and;*

*THAT Schedule "1" of Subsection 72 of By-law 119-89 be amended accordingly.*

- 25 - 27      3.      2015-066-06  
Airport Proposed Land Lease Agreement

*THAT the City enter into a land lease with a group of four (4) individuals proposing to construct one (1) private hangar measuring 7,700 square feet at the Brockville – 1000 Islands Regional Tackaberry Airport, generating annual revenues in the amount of two thousand eight hundred and forty nine dollars (\$2,849), for the first five (5) years of the thirty (30) year agreement, with the agreement being renegotiated every five (5) years and;*

*THAT \$16,000 of the funds which were included in the 2015 Capital Budget be made available to construct a taxiway to accommodate the hangar development.*

- 28 - 29      4.      2015-067-06  
Downtown Brockville (D.B.I.A.)  
Request for Transfer of Funds

*THAT Council authorizes the transfer of funds in the amount of \$2,400.00 from the Downtown Brockville (D.B.I.A.) Reserve Fund (GL 02-5-191927-*

*6436) to be used as a donation/contribution to the Movies in the Park Initiative by Brockville Police Services*

- 30 - 31      5.      2015-068-05  
Licence and Regulate Door to Door  
Sales/Service People

*THAT Council authorize the amendment of By-law 031-2013, Being a By-law to licence, govern and regulate Transient Traders in the City of Brockville, to incorporate the regulation of Door to Door Sales/Service People in the City of Brockville; and*

*THAT the General fees and Service charges by-law be amended.*

#### **NEW BUSINESS**

Nil.

#### **FAO - CONSENT AGENDA**

#### **ADJOURNMENT**

*THAT the Finance, Administration and Operations Committee adjourn its meeting until the next regular meeting scheduled for July 21, 2015.*

A Study on Youth Downtown Shopping Trends  
By Leigh Bursey  
Chair, Brockville Youth Advisory Committee

In the final months of 2014, the Brockville Youth Advisory Committee voted in favour of preparing a report that we hoped could serve as a tool to downtown businesses, and decision makers, with the direct intention of increasing foot traffic for downtown merchants in the under thirty demographic.

While deciding on criteria and an approach for this report, the committee voted in favour of a short questionnaire with open-ended questions that could apply to a variety of service settings. The five question survey would then be used as a starting point to collect relevant data and initiate conversations with local business leaders.

The questions we chose to ask are listed below as:

1. What services or products do you provide or sell to youth?
2. Do youth tend to make smaller or larger purchases?
3. How many youth do you gage shop here a week, and when do you serve them most?
4. How could you greater appeal to youth?
5. Are you happy with the amount of youth business you are receiving?

We also intentionally left space for further observations. This is a two-tier category, because it gave business owners an opportunity to highlight key points of interest from their perspective, and also allowed for committee delegates to make observations about the businesses as they visited each one. Throughout this report, we will include some quotes that were provided to us by area businesses. We hope this serves to shed context to the concerns being expressed by many of our downtown area's employers and stakeholders.

We also were sure to ask for a civic address and each business' hours of operation, so that we could properly list their information in our directory as a final appendix. This would not only help highlight who we have spoken with, but also hopefully serve to reward them for participating by advertising their business and service hours.

There are currently over three hundred individual businesses operating in downtown Brockville. With little resources and tight timelines, we voted in favour of collecting a minimum of 80 responses from the downtown catchment area, in hopes that we could at least attempt to provide as thorough and varied of a sample as possible. Recognizing our drawbacks, we did our best to approach businesses that focused on retail, specialized items, health care, membership services, non-profits and charities, bars and

restaurants, and private offices. In those specific circumstances, we did our best to explain that each question that we were asking was fluid enough to be made applicable to each specific circumstance.

While reviewing this report, it would also be wise to remember that the city defines youth as those who are under thirty years of age. This number is consistent with how the federal government defines youth, and also fits the parameters of our committee's make-up (sixteen to thirty years). The definition of youth is also quite varied and changes from association to association. While our local Chamber of Commerce identifies young professionals as those thirty-five and under, our national and provincial political parties see the youth cut-off age as twenty-six. For Via Rail, the discount rate expires at twenty-five. While the provinces PlayWorks Ontario (a division of Parks and Recreation Ontario) identified youth as thirteen to nineteen years of age in their Youth Friendly Communities designation materials.

This is relevant because it helps to remind shop owners that while businesses that sell current trends in clothing, video games and musical instruments are easy choices for youth destination shopping, young people are also buying homes, purchasing cars, and renewing their health and auto insurance. When we look at the under thirty crowd as more than just high school youth, we see that there is unlimited economic marketing potential.

Once deciding on a key number of businesses that we had hoped to speak with, we then reached out to the various networks of communication. We brought the survey to the Downtown Board of Management (Downtown Brockville Business Improvement Association/DBIA). And while mailing it out to their business directory would cause a certain level of confusion, many of their board directors were kind enough to complete the survey themselves, as was the DBIA office, which is a service based membership driven business that offers support to local entrepreneurs.

The survey was made public by Mayor Henderson at a local Brockville City Council meeting at Councillor Bursey's request, where would-be participants were encouraged to take part. The Brockville Recorder and Times was also contacted about the project.

The collection of data ended up being a complicated process, as there is seldom an appropriate group setting to request someone fill out paperwork. We found that we were most successful going from business to business, and asking staff and sales representatives to help us in person. Some results were also derived through social media and email contacts. Still, the bulk of our responses came from person to person contact, and any group mailing efforts were largely ignored.

Another data collection challenge was the fact that up to this point, we have had an irregularly cold winter and spring. It was often hard to rally volunteers who have limited free time to visit area businesses that they were unfamiliar with in an effort to engage conversation. Ideally, we wanted to have this report published and in front of public eyes before summer sales and seasonal business hours took effect, which meant that many businesses were approached to take part in cold temperatures by volunteers who navigated the snow and freeze.

Generally speaking, although we are exposing the areas of our data collection that we would wish to work on improving moving forward, we are still very satisfied with this process. We exceeded our

targets, we were able to speak with a variety of businesses from different corners of our downtown, and we did walk away with an interesting snapshot of what role our young people are playing in the downtown economy. Although this report comes to you on the eve of our summer season, it seems as though the poor climate has at least given us more of a chance at getting this information to you before many seasonal plans come into play.

On page nine of the City of Brockville's most recent strategic plan, it was highlighted that one of our goals as a municipality is to make "Brockville attractive to families for its safety, security and the ability to access education, health care and other recreational and cultural amenities easily."

The strategy went on to highlight that "In looking at the community demographics and the requirement to develop long term focus for the City; Mayor and Council have identified a strategic priority in recruiting young families who will provide the long term stability and growth in the City."

We believe that as a community, our city is most attractive when we have a thriving business sector overall to create and maintain jobs, as well as a strong downtown which will properly showcase our anchor attractions and support the local businesses that invest in our future sustainability. We also need to ensure that we have ready access to social services and support groups for families that live in densely populated areas. The city's strategic plan also highlights that "the strategic priority area is to position Brockville as a 'Family Friendly' community, building on the Amenities and assets of the community. The objective of this strategic initiative is to appeal to young professionals who wish to find a community in which they can raise their families. This strategy takes a long term view: there will always be a niche of people looking to raise a family in a safe and secure environment, with a high quality of life."

It was highlighted as a strategic priority that "an active recruitment campaign to highlight Brockville as a Family Friendly community, with an objective of recruiting and retaining young families ages, 25 to 38 years of age, with a target profile of young professionals, knowledge workers, entrepreneurs, creatives and trades."

Part of attracting that potential clientele is making sure that they can best take advantage of and are made aware of the variety of services currently available to them. Furthermore, as we continue our efforts to have more people shopping and living downtown, we have to continue exploring and promoting what makes our downtown a destination point for this demographic.

**"We need less narrow-mindedness, and we need to continue to promote more young professionals building business in downtown Brockville, to slowly overcome stubborn business approaches."**

**"I feel youth aged 11-18 are at the mercy of their parents. If more parents were willing to support their local businesses rather than driving out of town, we'd see more young people downtown."**

In our 2012 youth survey report, we highlighted that there was a growing gap of young people who were not shopping downtown. When asked what their favourite stores to shop at downtown were, many simply stated that they did not shop downtown at all, which is troubling as we continue to try to navigate the big box store economy. For this report, we thought it would be worthwhile to go to the sources directly and ask them what they as businesses are offering that might be incentive enough for a

young person to focus on downtown shopping versus heading to a different municipality or larger corporation to spend their dollars.

**“We need to try to encourage more boutiques shopping, and rely less heavily on chain stores. We need to trumpet the professional edge and celebrate more specialized services.”**

This report was not written with prejudice to uptown businesses that are still making valuable contributions to our tax base, and employ our youth and funnel money into our economy. Instead, our focus was to align with the strategic initiatives already being put into place by our city council, with the hopes of incrementally increasing foot traffic and encouraging investment in new businesses, and future vibrancy. If we could double the average numbers of downtown shoppers who are thirty and under, we will see a positive micro-economic impact that will hopefully generate interest in further progressive advertising and service delivery.

**“One stop shops are killer for our foot traffic. We need more for families, more youth targeted businesses, and more community hubs.”**

**“The biggest challenge for the small businesses is satisfying the customers who are comparing prices with Wal-Mart. We could not do it as we focus on the customers’ service the most. We compensate with the unique quality of the service.”**

We cannot tell any local business how to operate their storefronts or serve their clientele, but we can offer constructive suggestions on how to improve the current market, while also trumpeting the successes of those currently serving that client base in creative ways. Right now, Every Kid in Our Communities of Leeds and Grenville is currently working on honouring local businesses and agencies that offer asset building to youth. This report will hopefully serve as a great template for that type of celebration, highlighting the best practices of area businesses that offer support to our city’s young people, who are attempting to build a life as part of our hometown.

**“There needs to be more targeted stores to build the right presence, and cultivate the right destination atmosphere.”**

According to Aspire to Serve’s study on asset building in youth, “Asset building is a positive approach to working with children and youth that focuses on cultivating the relationships opportunities, skills, values, and commitments they need to grow up healthy, caring, and responsible. It is based on Search Institute’s research-based framework of 40 Developmental Assets. The more assets young people experience, the better.”

Providing a safe, welcoming and friendly atmosphere with a young person feels encouraged to participate, is able to readily access services available to them, and have their economic contributions valued will only greater serve our economy and mean more people living, shopping and working downtown.

**“A lot less are coming in then came in ten or more years ago. There seems to be less youth with part-time or meaningful jobs. There is not enough for families downtown.”**

In our research, we were able to find that there are approximately 1400 unique items and services available downtown at the businesses we visited. Keep in mind that this does not include the vast array of items at places like a Metro grocery store, or a Mac’s convenience store. This is an approximation based on the answers provided to us. There are over 300 individual businesses in downtown Brockville, and this number is specific to the eighty-five businesses that we spoke with individually and the eighty-four that we included in this report. This number may vary based on each business, as a clothing store might have answered simplistically without going into great detail about the plethora of other services and items they have for sale. That said, to simply assume that the services or products you are looking for are not available downtown could be potentially a gross overstatement.

When asked what scope of their business is made up of youth, the numbers were inherently small. Of those that chose to answer this question, 65.07 percent indicated that the purchases made by those under thirty are generally small, 15.87 percent said that the purchases were larger but were less frequent, 15.87 percent said that the size varies in size and scope, while 4.76 percent said none or next to no youth were shopping for their products or services.

**“Youth tend to make larger purchases in a shorter amount of time, however smaller purchases in the long run compared to the average age of people that enter our establishment.”**

**“Youth seem to be very brand focused, and we can attract more young people with those brand names and explore more market potential. This requires more investment, but will see more rewards.”**

When asked if the merchants were happy with the amount of youth business they received, 37.33 percent indicated that they were, while a combined 62.6 percent indicated that they were either unhappy with the amount of youth business they received, or that they would like to see more.

**“Having a younger crowd may bring in more money some nights, but it also seems to chase away some of the older money that has been faithful.”**

When asked what the average number of youth visiting their business each week, the numbers are also very telling. 26.2 percent indicated that under thirty people in this age demographic are regularly visiting their businesses. 24.5 percent indicated that the number was below twenty. 18 percent indicated that it was below ten youth who visit their businesses on a weekly basis. While only three respondents responded that it was fifty or more. Everyone else indicated that they were happy with the amount of youth business they are receiving (26.22 percent). The overwhelming response to when they serve this demographic most was on evenings and weekends.

So the question quickly shifts to what can we do to encourage more young people to shop locally at our downtown businesses, as opposed to heading out of town to major urban centres? What can we do as citizens, volunteers, business owners and civic leaders to improve our appeal to our historic waterfront strips and support our consumer economy.



**“Downtown needs more activities to limit inactivity among our population.”**

We received no shortage of comments and suggestions by the businesses that were approached. Everything from special coupons and student discounts to loyalty programs like “Vacinity” which we are seeing utilized in larger urban centres. Businesses like Tina’s Golden Comb (who already offer a student rate for their services, much like many other hair salons and beauty boutiques) and O’Malley Kourt Fudgery are already utilizing a client based loyalty program to encourage frequent visitation (among others), but it was suggested that a multi-store approach might generate greater continuity and add new appeal. Maybe we can encourage businesses to foster stronger positive relationships by encouraging inter-store promotions in new and idealistic ways. One of the more innovative suggestions we received came from Bodega Wines, who suggested that we might wish to seek out a family and lifestyle daycare provider for our downtown. This way we can ensure not only that those with young families who work downtown are in exact proximity to their children, but that this business could also be tailored to meet the needs of customers who might wish to leave their children somewhere safe while they buy their supplies or attend events.

**“If we want to promote impulse buying, we also need to promote a lifestyle that nurtures it.”**

**“We have begun a loyalty program where everyone gets a reward card, and they receive a message via text, and they love it.” – Tina’s Golden Comb**

Another of the more popular suggestions (and one many businesses believe that they could do better) was to have more youth specific advertising. The misconception is that the most effective way to do advertising is to offer it in print, while we know full well that our age demographic is becoming more and more technologically aware and innovative. However, sometimes the most effective solution and no-cost quick fix is to advertise your student specials in your store window. For instance, did you know that Sam’s Brass Racks offers a student rate on pool in the afternoon hours? This is a great initiative that doesn’t impede greatly on their peak hours or occupy space that would otherwise be occupied by their regular clientele. This provides young people with a recreational experience that is positive and skill-testing, and if advertised more strongly, could also generate more business. This establishment offers snack food, and is excellently positioned just across from other youth-targeted stores like Sequence Comics and Gaming. The challenge is that I didn’t know this existed until I asked them outright, so in this specific case I believe that some type of signage indicating this student discount could potentially lead to positive business improvement. Right now, the bulk of their student business comes through international students who are attending Fulford Academy, who are aware of this discount and are using it to their advantage.

Let’s be clear, Sam’s is not alone in this type of initiative. There are a variety of these types of unique findings all across the landscape of our beautiful downtown. That said, to properly nurture their growth and continuance, we need to make sure that positive policies and programming are trumpeted loudly.

Other examples include the Chamber of Commerce discount for Young Professionals. If you are a budding entrepreneur who is looking to grow your business, it is worth visiting our local Chamber’s office off of King Street. The Chamber of Commerce Young Professionals rate for membership of \$66.30

per annum is substantially lower than it would be for a standard membership, and will allow budding business owners and their younger staff to take advantage of additional discounts for events and group deals. While they are at the office, they might also wander into the Leeds Grenville Small Business Enterprise Centre and learn more about a variety of programs that they have available such as Starter Company. While this information may be available online, sometimes speaking to someone in person and being able to connect the dots to other resources in a central hub can ease that process for a young person who may have just moved to (or back to) our city, and is looking to contribute to our business community.

Businesses like Photovisions may not appeal to a young person at first glance, but make a sizeable portion of their profit margin through school related activities, photographing graduations and yearbooks. Recently, they have discussed various methods to promote their yearbooks directly to youth, and are working on a yearbook that allows the student population to scan a QR code with their smartphones, and let them leave a video message on the online version of the book. While this may not be a huge sales driver directly, it will increase brand awareness which in turn generates more interest in their services. This is progressive thinking.

Price point is one of the biggest challenges facing young shoppers. Whether they are high school aged youth with limited disposable income, they are young adults struggling to pay a student loan or put a down-payment on a house, or they are young professionals with limited assets already tied up in a new business endeavour. While a young person or a young family can create substantial economic activity, there is no doubt that in a part-time/service economy, disposable income is not always available.

An upstart business like RD Athletics offers a free trial for their gym membership services. This type of opportunity allows for the ability to make a decision based on experience and not merely based on cost. These small concessions go a long way towards opening doors to a greater magnitude of people. RD Athletics has also made it clear that they are open to shifting their business hours and class schedules to meet the needs of the clientele. This is important because free time can be challenging to come by for young families. The broader the appeal of the business, the more apt someone might be to support their efforts. Ryan Darling (the owner) is also a young professional in his late twenties, which is encouraging if you are having trouble identifying with local businesses and feeling like you might be out of place. Not only does he offer expertise in his field, but he also offers fresh perspectives, and potential for greater networking. All of these factors might help to make his business alluring, while also targeting larger audiences than just his peers.

Businesses like Isis Formal and Bridal Wear seem to understand the need to diversify their products and services by expanding to include The Side Door Shop, which offers discounted goods to attract a more varied client base.

As a young person walking by a place like Nakhon Thai, the perception you might be left with is that of a more upscale establishment that might be out of the general price range of a young student or family. However, when speaking of price points, I would be remised if I neglected to mention how their buffet lunch of only ten dollars. So not only is it affordable, but it also offers variety, which serves to widen its

appeal to a clientele who might not have a lot of money to spend on new food choices that they may be unfamiliar with.

Another part of this process that we need to keep in mind is the ever-changing realms of style and trends. Certain products never go out of style, while others are constantly changing and shifting. We need to make sure that local businesses are made aware of the current items that potential consumers are looking for. While a place like The Jewel Box is selling a lot of sterling silver products which are remarkably popular with a younger demographic because they are sharp, durable, stylish, and affordable, The Army Surplus Store is keen to target the paint-baller market. It's How You Wear It! pointed out their efforts to keep current styling samples available for younger clients looking to get ahead of the next trendy look.

Other businesses like Rosemary's Optical Shop are facing a changing market place, and making every effort to include new styles of sunglasses, contact lenses and eyewear which may not have been in the same demand in previous years. They recognize that the shifting market of today is very brand focused, and are open to carrying new, more expensive brands. They understand that online shopping is their main competition, so they have not only focused on more investment in those newer products, but are also specializing in eyewear for ages twelve years and under. By making themselves a one-stop-shop for a young family or area youth, they may be able to corner the market place. They are also aware that they are currently working in a diminishing trade, and are considering reaching out to colleges through job fairs.

Places like the Sleepless Monkey Café are currently forecasting thirty to forty percent of their business to come from the thirty and under demographic. They offer a variety of baked goods, hot beverages and confectionary that aren't commonly seen in many settings. As they focus on loose leaf teas, smoothies, and high end coffees, they become an anchor for a specific clientele, with limited competition on their end of King Street. Their products rival what one might find at a Starbucks, they also appeal to a different base of consumers, and pull from the college crowd of students that are often participating in musical theatre programming at the Brockville Arts Centre. By keeping the price point reasonable, they are attracting an audience to their store that is within walking distance and has no alternative in their immediate proximity.

It would also be worth noting that many of our city run/city affiliated locations are beginning to see some traction with this demographic, also. The Brockville Arts Centre has consistently featured youth artwork, youth dance recitals and student musicals, while also offering student showings of area performances and a student ticket price on each performance. Even with these progressive and inclusive policies in place, they are still keen to see more young people taking advantage of the services, and are also eager for more foot traffic. The Brockville Arts Centre is in a unique position which doesn't always allow for a lot of chances to be taken in terms of booking future programming, as if the price point is too high and the show under-performs, our tax payers are on the hook. Continuing to pay attention to changing music and performance trends will serve them well moving forward.

The Brockville Public Library continues to hit above its weight in overall appeal. Acting as a free service that caters to every age, gender, ethnic origin and religious affiliation, the centre continues to attempt to offer exceptional community engagement, acting as a youth drop in centre, meeting room location, and special event destination. Making bus passes available at this location is also an exceptional start to further monetizing revenue potential, and drawing would-be clients into the facility. One place that they have identified as an area they wish to improve on is offering more technical support to those who need help fixing or refurbishing computers. Similar to the previous example of the Chamber of Commerce and its proximity to the Small Business Enterprise Centre, our local Library is positioned conveniently between the United Way, Big Brothers Big Sisters, and our local food bank. By nurturing community hub services like this, we keep people in our downtown area longer and make sure that they are able to receive the services they seek.

Other suggestions on improving downtown business appeal that came from downtown merchants included partnerships with local high schools for educational programming (such as a framing course in partnership with Hang Ups), which although it may not turn into significant or direct economic spin-off, will offer brand and product awareness.

There is also a demand for more focused snow removal for some businesses that operate off of the main pathways, and the biggest and most consistent complaint was the availability of parking. While some businesses would argue that there is simply not enough, many acknowledge that there is enough parking but that bylaws are being abused. Fifteen minute and one or two hour parking stalls are being used by apartment dwellers and business owners, who are occupying the much needed spaces that might otherwise be put to good use by potential customers who are now driving away with the impression that the downtown is busier than it sometimes appears to be.

We also heard about technical items of interest, like more garbage cans being added to our downtown sidewalks, as often times on bigger tourism weekends the garbage cans will fill quickly and can become unsightly. Installing more ashtrays might mean for less refuse in front of nightlife establishments.

**“We are disappointed in the frame of mind that downtown is only for professional type businesses, and shopping is done uptown.”**

To really give a clear picture on next steps, we feel the most effective course of action would be to offer our own set of suggestions that our local downtown businesses can choose to take (or not take). We could go on for another ten pages congratulating our local merchants on their progressive business practices, but there are literally hundreds of other businesses that we don't have that data on. As well, many of these business practices have only been made aware to us because we asked the question.

So here are our suggestions on how to incrementally improve downtown foot traffic amongst the under thirty demographic.

We would like to see more locations offer free wifi (wireless Internet). As we have already highlighted, our generation is more technologically inclined than many previous to us. If that type of environment is

nurtured and that type of activity is encouraged, we believe that merchants will have a better chance at keeping us in their establishment longer, and keep us coming back for more.

Parking validation methods might also be worth considering. As the city looks to improve its parking predicament, and continued talks of new parking lots and expanded parking lots are already on the agenda, we might wish to encourage businesses to take an active role in the policing of our parking lots. If spots are only offered for two hours as an example, some committee members have suggested that a stamp-card policy might help to ensure that someone who is supporting our downtown businesses is not penalized, while someone who is abusing the parking privilege for private use would not have any legs to stand on.

A business like Sequence Comics and Gaming is open seven days a week every week, but sometimes has trouble branching out to would be patrons because there is a perception among many that the downtown is dead and vacancy signs are rampant. We know this is not the case, and that our vacancy rate is currently lower than it has been at various points over the last decade, and we also know that our downtown vacancy rates are comparable (and sometimes better) than many other small urban communities through eastern Ontario. However, if perception prevents potential customers from visiting our downtown, we encourage vacant buildings to take cues from the former Dave Jones location and the partnership forged between the old Woolworth's building and the Brockville Police's Youth In Policing Initiative. At both locations (both in the past and currently) we have often seen art work and community billboard posters for upcoming events. Using the space for advertising and art display is a much more constructive use of space and resource than having our downtown patrons staring into empty and vacant spaces.

**“We need to increase awareness amongst youth. Most of them are unaware of our days and hours of operations, and some of them are unaware of our existence.”**

We do believe that the transit extension pilot project is a progressive step that the city is undertaking which will continue to provide our youth with an avenue to travel and shop downtown. This will be especially relevant to those in high schools or those without a car who may have small children and are accustomed to one stop shopping at big box stores, due to convenience. By providing an advantage for these folks to make the trip downtown and do so affordable, not only are we making the best of an underutilized revenue stream, but we are encouraging people to make a trip that they might not otherwise be in a position to make if they live in the north end and have limited resources to work with. We might suggest that the DBIA advertise directly to transit users with signage on the city buses.

We also wish to compliment the DBIA on their recent efforts to expand the sidewalk sale to reach further down King Street and include live entertainment further down both sides. This helps draw attention to businesses that aren't grouped in the centre of King Street, which was another comment that was echoed numerous times throughout the survey's findings.

One action that we would suggest against is putting in place policies where knapsacks are being asked to be left at the front of the store. We recognize that some of our younger youth may very well act irresponsibly and have been known to steal, but this precedence sets a tone to would-be customers that

they are being watched or aren't welcome. This type of policy can negatively affect a customer base, especially when loss prevention is not age specific. Citizens of all ages steal, but we seldom ask that a purse be left at the customer service desk.

There also seems to be a desire (from some committee members and some downtown merchants alike) to see national brands and/or anchor businesses added to the tapestry of our main street appeal. While I might be more prone to shop locally wherever possible, I can see the appeal of a Taco Bell or something of that nature that might drive people downtown. This type of national brand would not only serve to bring a level of brand recognition to our main streets, but (specific to this example) would also not be in direct competition with other like-minded restaurants.

**"If there is nothing for them, then why would a young person come downtown? We have apartments falling down and many empty buildings. How can you create a business with no anchors?"**

To wrap up this project, we want to highlight what we feel is the largest challenge that faces our downtown in regards to targeting our youth marketplace. The inconsistency of store hours is an ongoing challenge which is not easily rectified. We can't pressure someone to take part in ventures that cost them money. We can't expect businesses to enter into uniform agreements that don't allow them the freedom to make the necessary decisions and greatly affect their profit margins, but there is no doubt that not knowing when a business is open is a huge deterrent for a potential customer.

We included an appendix of each business that we approached and spoke with. There were three other businesses that we spoke with that declined to take part and asked not to be included. Mark's Stereo Centre's responses were included in our data, but due to their geography we decided that we would not include them in our statistical analysis for the sake of continuity. Two businesses that we spoke with are no longer in business, but their information was quantified, as they were tax paying members of our DBIA when the survey began. All of them have been listed in the pages that follow. Each business includes their full name, their civic address, and the hours of operation that they provided us with when we spoke with them. Some hours may fluctuate based on seasonal sales periods, but this is the most accurate information that has been made available to us.

Although the following appendix is being provided as a form of brand promotion for the businesses that were kind enough to answer our questions and engage in conversation (as previously stated), what is clear from this data is that there is no template formula for hours of operation. While many seem to operate from Monday to Friday or Tuesday to Saturday, there seems to be little consistency from one business to the next, and almost no activity on Sundays at all.

**"Our biggest challenge is quiet Sundays, and mostly closed businesses that prevent foot traffic."**

**"Varying store hours make it harder for store to store continuity."**

We have a rich and vibrant downtown that caters to many demographics with no shortage of quality items, services and activities, but there is and will always be room for improvement. How do we turn an average of twenty to thirty youths a week into an average of forty to sixty? Hopefully, some of these

suggestions might be helpful in bringing out more volunteers to agencies, and more money to local coffers, and more education to interested stakeholders. As you can plainly see in this report, a lot of things are being done right already, and certain cultures are shifting. Congratulations to the businesses that are encouraging a youth friendly approach, and thank you to each of them for lending their time and making some innovative suggestions. A special thanks to my Youth Advisory Committee colleague Melissa Boulton who collected twelve of our eighty-five responses, and helped me reach the target set for me after a long winter of visiting businesses.

In closing, please take an opportunity to visit some of our unique stores and businesses downtown and ask them what they offer. Remember that businesses like Metro, Revolution Skateboarding and Fashion and a whole array of other are making a point of hiring our young people and are providing our students with meaningful employment opportunities. Investing in our youth is investing in our future, and everyone's money is worth the same.

Participating Businesses in the 2015 Youth Advisory Committee Downtown Brockville Business Survey:

**Aaron's Arcade and Toy**, 5 Perth Street. Open 9am-6pm Monday-Saturday, 12-4pm Sunday

**Adecco Employment Services**, 51 King Street West. Open 8:30am-5pm Monday-Friday

**Army Surplus Store**, 152 King Street West. Open 9am-5:30pm Monday-Friday and 9am-5pm Saturday

**The Artistic Hair Gallery**, 47 Broad Street. Open 9am-5pm Monday-Friday, and 9am-8pm Saturday

**Aura**, 2 King Street East. Open 8am-8pm Tues & Thurs, 8am-5pm Wed, 8am-6pm Fri, 8am-2pm Saturday

**The Bar**, 215 King Street West. Open 11am-2am Monday-Saturday, 11am-9pm Sunday

**Biba**, 75 King Street West. Open 9:30am-5:30pm Monday-Friday, 9am-5pm-Saturday

**Big Brothers Big Sister of Leeds and Grenville**, 36 George Street. Open 8:30am-4pm Monday-Friday

**Billing's Home Hardware**, 162 King Street West. Open 8am-5pm Monday-Saturday

**Boboli**, 32 King Street West. Open 8am-5pm Monday-Saturday

**Bodega Wines**, 12 King Street West. Open 9am-5pm Monday-Friday, 9am-2pm Saturday

**Bonita Bold Fashion**, 7 King Street West. Open 9am-6pm Mon-Fri, 9am-5pm Sat, 12pm-3pm Sunday

**Book Trader**, 93 King Street West. Open 9am-5pm Tuesday to Saturday, 12pm-4pm Sunday

**Bread Of Life Dance Theatre**, 52-54 King Street East. Open 2:30pm-9pm Monday-Friday

**The Brockville Arts Centre**, 235 King Street West. Open 10am-5pm Monday-Friday, 10am-3pm Saturday

**The Brockville Copy Shop**, 99 King Street West. Open 8:30am-5pm Monday-Friday

**The Brockville and District Chamber of Commerce**, 1-3 Market Street West. Open 8am-4pm Mon-Friday

**The Brockville Farmer's Market**, Market Street West. Open 8am-1pm Tuesday, Thursday and Saturday

**The Brockville Public Library**, 23 Buell Street. Open 9am-1pm Mon, 9am-8pm Tues-Thurs, 9am-5pm Friday, 10am-5pm Saturday, 1pm-5pm Sunday

**Buds on The Bay**, 17 Broad Street. Open 7:30am-11pm Monday-Sunday

**Chumleigh's**, 186 King Street West. Open 11am-6pm Mon-Wed and Sat, 11am-7pm Thursday-Friday

**The Coin Hunter**, 213 King Street West. Open 11am-5pm Wednesday-Sunday

**The Collector's Cove**, 28 St. Andrew Street. Open 9:30am-5pm Monday-Saturday or by appointment

**Colonial Flowers and Gift Shoppe**, 161 King Street West. Open 9am-5pm Monday-Saturday

**Computer Works**, 238 King Street West. Store hours fluctuate based on demand

**Crank's Bicycle Shoppe**, 81 King Street West. Open 10am-6pm Monday-Friday, Saturday 9am-4pm

**Creative Locksmiths**, 164 King Street West. Open 11am-5pm Monday and Wednesday-Saturday

**Curiosities on King**, 185 King Street West. This location is now closed.

**Developmental Services of Leeds and Grenville**, 61 King Street East. Open 8am-4pm, Monday-Friday

**DJ's Barbershop and Hairstylist**, 18 King Street East. Open 6:45am-3pm Monday-Wednesday and 6:45am-5pm Thursday to Saturday for men, 8:30am-5pm Tuesday-Wednesday for women

**DLK Insurance Brokers Ltd.**, 35 King Street West. Open 8:30am-4:30pm Monday-Friday

**Dollar Bazaar**, 30 King Street West. Open 9am-6pm Monday-Thursday, 9am-8pm Friday-Saturday

**The Downtown (Brockville) Business Improvement Association**, 3-2 Market Street West.  
Open 8am-4pm Monday-Friday

**Echo Clothing Ltd.**, 83 King Street West. Open 9am-6pm Monday-Friday, 9am-5pm Saturday, 12pm-4pm Sundays (Spring, Summer and Fall hours)



**Enclave Home Décor**, 5 Perth Street. This location is now closed.

**The Family Physiotherapy Centre**, 81 King Street West. Open 9am-5pm (sometimes 6pm) Mon-Thurs

**From Here to Infinity Gallery**, 213 King Street West. Open 11am-5pm Wednesday-Sunday

**Flair FX Hair Studio**, 221 King Street W. Open 9am-5pm Tues-Wed & Fri, 9am-7pm Thurs, 9am-1pm Sat

**Forward Vision Financial Group**, 9 Broad Street. 9am-5pm Monday-Friday

**Golden Soles Footwear and Accessories**, 46 King Street East. Open 9am-5pm Monday-Thursday, 9am-7pm Friday, 9:30am-5pm Saturday

**Grindstone Tapas Lounge**, 123 Water Street. Open 4pm-Close (9pm-11pm, varies) Wednesday-Saturday

**Hairmonics**, 7 King Street W. Open 9am-7pm Tues & Thurs, 9am-5pm Wed, 9am-6pm Fri, 8am-3pm Sat

**Hang Ups Creative Picture Framing**, 24 St. Andrew Street. Open 10am-5:30pm Mon-Frid, 9am-4pm Sat

**Healthy Pets**, 144 King Street West. Open 9am-6pm Monday-Saturday

**Heritage Clock Shop of Brockville**, 112 King Street West. Open 9am-5:30pm Monday-Thursday, 9am-9pm Friday, 9am-5pm Saturday

**Ink Brigade Tattooing**, 11 Perth Street. Open 11am-6pm Tuesday-Saturday. Times vary on appointments

**Island Delight**, 140 King Street West. Open 11:30am-9pm Monday to Friday, 11:30am-10pm Weekends

**Isis Formal and Bridal Wear**, 42 King Street East. Open 10am-6pm Monday-Friday, 10am-5pm Saturday

**It's How You Wear It**, 165 King Street West. Open By Appointment Tuesday-Sunday

**The Jewel Box**, 94 King Street West. Open 9am-5:30pm Monday-Friday, 9am-5pm Saturday

**Kinda Electronics Ltd.**, 176 King Street West. Open 9am-5pm Monday-Friday, 10am-4pm Saturday

**Leeds County Books**, 73 King Street West. Open 9am-5pm Monday-Saturday, 12pm-4pm-Sunday

**The Leeds and Grenville Small Business Enterprise Centre**, 3A Market Street West.

Open 8am-12pm/1pm-4pm Monday-Friday

**Limestone and Ivy**, 39 King Street West. Open 9am-5:30pm Mon-Thurs, 9am-5pm Sat, 12pm-4pm Sun

**Mac's Convenience Store**, 250 King Street West. Open 24 hours a day, 7 days a week

**Mark's Stereo Centre**, 152 Highway #2 West. Open 8:30am-5:30pm Monday-Friday, 9am-1pm Saturday

**Metro**, 237 King Street West, Open 7am-10pm Monday-Sunday

**The Mill Restaurant**, 123 Water Street. Open 11:30am-2pm Mon-Fri and 5pm-9pm Mon-Saturday

**Mint Wellness**, 9 Sheridan Mews. Open 9am-5pm Tuesday-Saturday

**The Money Store**, 236 King Street West. Open 9am-5pm Monday-Friday

**Nakhon Thai**, 28 King Street West. Open 11:30am-3pm and 5pm-9pm Monday-Sunday

**National Rent to Own**, 2 King Street West. Open 9am-6pm Mon-Thurs, 9am-8pm Fri, 9am-5pm Saturday

**Oges Café and Deli**, 23 King Street West. Open 8am-4pm Monday-Friday

**O'Malley Kourt Fudgery**, 55 King Street West. Open 11am-9pm Mon - Sunday (Winter hours may vary)

**Pauline's Lingerie**, 156 King Street West. Open 10am-5pm Monday-Friday, 9am-4:30pm Saturday

**Pete's Music Exchange**, 23 Perth Street. Open 11am-6pm Tuesday-Friday, 11am-4pm Saturday

**Pharma-Save**, 173 King Street West. Open 9am-6pm Monday-Friday, 10am-4pm Saturday

**Photovisions**, 153 King Street West. Open 8am-4pm Monday-Friday

**Pizza Pizza**, 45 King Street West. Open 11am-12am Monday-Thursday, 11am-3am Friday-Sunday

**RD Athletics – Therapy and Training**, 18A King Street West. Open 10am-7pm Monday-Saturday

**Revoluton Skateboarding and Fashion**, 41 King Street West. Open 10am-5:30pm Monday-Saturday

**Ritchie's Wholesale Ltd.**, 25 King Street West. Open 7am-6pm Mon-Sat, 8:30am-9:30am Sunday

**The Riverlily Boutique**, 53 King Street West. Open 9:30am-5pm Tuesday-Saturday, 11am-5pm Sunday

**Rosemary's Optical Shop**, 51 King Street West. Open 9:30am-5:30pm Mon-Fri, 10am-3pm Saturday  
**Sam's Brass Racks**, 24 Perth Street. Open 11am-7pm Mon-Wed, 11am-12am Thurs-Sat, 12pm-7pm Sun  
**Scottie's Spot**, 13 Perth Street. Open 10am-9pm Monday-Friday, 10am-10pm Saturday  
**Sensual Adult Gifts**, 26 Kincaid Street. Open 10am-6pm Monday-Friday, 10am-5pm Saturday  
**Sequence Comics and Gaming**, 25 Perth Street. Open 9:30am-11pm Monday-Sunday  
**Shanghai Nail Spa**, 16 King Street West. Open 9am-7pm Monday-Friday, 9am-6pm Saturday  
**Shopper's Drug Mart**, 126 King Street West. Open 8:30am-9pm Mon-Fri, 12pm-6pm Sat, 10am-4pm Sun  
**The Side Door Shop**, 42 King Street East. Open 10am-6pm Monday-Friday, 10am-5pm Saturday  
**The Sleepless Monkey Café and Tea Room**, 170 King Street West. 8:30-5:30 Monday-Sunday  
**Soulfire Tattoos**, 29 King Street West. Open 11am-5pm Tuesday-Saturday  
**Tait's Bakery and Café**, 31 King Street West. Open 7am-5pm Monday-Saturday  
**Tina's Golden Comb**, 145 King Street West. Open 9am-5:30pm Monday-Saturday

85 Businesses surveyed.

Please note that both Curiosities on King and Enclave Home Décor participated, but are no longer in operation. As well Mark's Stero Centre is actually just passed the city limits and is located in Elizabethtown. For the sake of continuity with this report, all three participants' responses have been included in this report.

**4JUNE15**

**REPORT TO FINANCE, ADMIN. & OPERATIONS COMMITTEE – June 16, 2015**

**2015-064-06**

**E2015-04 - SUPPLY AND  
DELIVERY OF A CONVENTIONAL  
PASSENGER BUS**

**C.J. COSGROVE, P.ENG.  
DIRECTOR OF OPERATIONS  
P.L. MCMUNN  
SUPERVISOR, TRANSPORTATION SERVICES  
A.J. ROSSETTI  
SUPERVISOR FLEET & SUPPORT SERVICES  
M.D. CARRIERE  
FLEET MAINTENANCE FOREMAN**

**RECOMMENDED**

**THAT** the tender from Girardin Blue Bird Ontario Inc., Brantford, Ontario, in the amount of ninety-six thousand eight hundred and nine dollars and forty two cents (\$96,809.42), including HST, for the purchase of one conventional passenger bus be accepted;

**THAT** the necessary funds be expensed from the Fleet Capital Account 9101010-9902033-9361.

**BACKGROUND**

The replacement of this unit for the Operations Department – Transportation Division is an approved item in the 2015 Capital Budget, Fleet Management Program, Item 6.1.

**ANALYSIS/OPTIONS**

In May 2015, tender E2015-04 for one conventional passenger bus was received with the following results:

- |   |              |
|---|--------------|
| 1. Overland Custom Coach (2007) Inc., Thorndale ON (Opt. #1)..... | \$107,772.78 |
| 2. Overland Custom Coach (2007) Inc., Thorndale ON (Opt. #2)..... | \$105,963.58 |
| 3. Girardin Blue Bird Ontario Inc., Brantford, ON.....            | \$96,809.42  |
| 4. Crestline Coach Ltd., Innisfil, ON.....                        | \$92,307.14  |
| 5. City View Bus Sales, Toronto, ON.....                          | NO BID       |
| 6. Creative Carriage Ltd., St. George, ON.....                    | NO BID       |
| 7. Leeds Transit, Elgin, ON .....                                 | NO BID       |

The amounts quoted include taxes. Licence and registration costs are extra. Tenders have been verified. The tender from Crestline Coach Ltd. had a mathematical error. The corrected price is \$92,273.89.

Acceptance of the second lowest bid is recommended based on past experience with vehicles from the low and second low bidders. The vehicles and service provided by Girardin Blue Bird Ontario Inc. have been superior in the past with respect to product durability, customer service, parts availability, warranties and technical support.

## POLICY IMPLICATIONS


As per Purchasing By-law 090-2005, Council approval is required when the lowest bid is not accepted.

## FINANCIAL CONSIDERATIONS

The approved Capital Budget is \$85,000 for the replacement unit. The second lowest tender submitted by Girardin Blue Bird Ontario Inc., Brantford, Ontario, for \$87,612.79 (estimated tax rebate on the gross cost of \$96,809.42) meets the specifications and requirements for the Operations Department, Transportation Division. The total net saving for vehicles and equipment purchased to date for 2015 is \$32,796.62 (Schedule A) including the estimated deficit of \$2,612.79 for this item.

## CONCLUSION

The Operations Department – Fleet & Support Services and the Transportation Division recommend the purchase of a Conventional Passenger Bus from Girardin Blue Bird Ontario Inc., Brantford, Ontario.


  
C.J. Cosgrove, P. Eng.  
Director of Operations

  
P.L. McMunn  
Supervisor, Transportation Services

  
A.J. Rossetti  
Supervisor, Fleet & Support Services

  
M.D. Carrière  
Fleet Maintenance Foreman

  
D. Dick, CPA, CA.  
Director of Corporate Services

  
B. Casselman  
City Manager



**FLEET & LOGISTICS DIVISION**  
**SUMMARY OF 2015 FLEET TENDER/QUOTATION PURCHASES**  
**FOR FLEET, WATER & SEWER RESERVE**  
**AS OF JUNE 2, 2015**

**Schedule A**

TENDER/ QUOTATION NUMBER	DESCRIPTION	2015 BUDGET	ACTUAL COST AFTER FULL TAX REBATE	VARIANCE (+/-)
E2015-01	5 TON/SANDER/DUMP/PLOW TRUCK	\$225,000	\$258,613.10	-\$33,613.10
E2015-02	1 TON TRUCK	48,000	41,899.68	6,100.32
E0215-03	2 - 1/2 TON PICK- UP TRUCKS	60,000	47,671.51	12,328.49
E2015-04	PASSENGER BUS	85,000	\$87,612.79	-2,612.79
RFP2015-01	TRACTOR WITH ATTACHMENTS (INCLUDING TRADE-INS)	86,000	53,100.00	32,900.00
Q2015-03	DIAGNOSTICS EQUIPMENT	4,780	4,268.83	511.17
Q2015-04	VAN	24,525	23,389.54	1,135.46
Q2015-06	A/C EQUIPMENT	5,106	3,814.98	1,291.02
Q2015-07	2- CARGO VANS	76,000	72,160.05	3,839.95
Q2015-09	INVESTIGATION UNIT	35,000	30,908.49	4,091.51
Q2015-10	PASSENGER VAN (FIRE PREVENTION)	32,000	25,174.41	6,825.59
<b>SUB-TOTAL PURCHASES TO DATE</b>		<b>681,411</b>	<b>648,613.38</b>	<b>32,797.62</b>
Q2015-02	TWIN POST HOIST	186,000		
E0215	GWMC FUELING STATION	343,940		
<b>SUB-TOTAL</b>		<b>1,211,351</b>	<b>648,613.38</b>	<b>32,797.62</b>
EQUIPMENT TO OUTFIT NEW TRUCKS AND SECOND LIFE UNITS		49,455		
POLICE - SPECIALIZED EQUIPMENT		18,790	1,170.24	
SUBTOTAL OF EQUIPMENT		68,245	1,170.24	
SMALL EQUIPMENT		39,381		
<b>TOTAL PURCHASES TO DATE</b>		<b>1,318,977</b>		<b>32,797.62</b>
Adjustment – Due to Rounding.		-1		-1
<b>TOTAL SURPLUS/DEFICIT OF 2015 FLEET PURCHASES</b>		<b>\$1,318,976</b>	<b>\$648,613.38</b>	<b>\$32,796.62</b>

SOURCE: APPROVED CAPITAL BUDGET, 2015 REPORT DATED FEBRUARY 10 2015, ITEM 4.1, FLEET MANAGEMENT PROGRAM IN THE 2015 CAPITAL BUDGET

**June 8, 2015**

**REPORT TO FINANCE, ADMIN. & OPERATIONS COMMITTEE – June 16, 2015**

**2015-065-06**

**PROPOSED PARKING RESTRICTIONS  
PERTH STREET AND CHURCH STREET**

**C. J. COSGROVE, P. ENG.  
DIRECTOR OF OPERATIONS  
P. MCMUNN, SUPERVISOR  
TRANSPORTATION SERVICES**

**RECOMMENDED**

THAT parking be restricted on the south side of Church Street from Perth Street to 19.0 meters east of Perth Street and;

THAT Schedule “1” of Subsection 72 of By-law 119-89 be amended accordingly.

**PURPOSE/BACKGROUND**

Transportation Services staff were requested by the Clerk’s Office and a local business owner to review the parking by-law as it pertains to the vicinity of Perth Street and Church Street.

**ANALYSIS**

After reviewing the site and consulting with the Clerk’s Office and the business owner, the Transportation Services Division has made the following observations;

- There is no parking at any time on the north side of Church Street between Perth Street and John Street.
- There is no parking at any time on the south side of Church Street, from John Street to 16.8 m west of John Street.
- There is metered parking (2 hour limit) on the east side of Perth Street from 19.0 m north of George Street to 15.0 m south of Church Street.
- There is no parking at any time on the east side of Perth Street between Church Street and Pearl Street West.
- There is no parking at any time on the west side of Perth Street between King Street West and Central Avenue.
- The Clerk’s office is in receipt of numerous calls from residents complaining of poor visibility for northbound traffic on Perth Street turning eastbound on Church Street due to vehicles parked in close proximity of Perth Street on the south side of Church Street.
- There is a City of Brockville Crossing Guard stationed at the Perth Street / Church Street intersection and feedback from the crossing guard suggests that

restricted parking as noted in this report would improve visibility and pedestrian safety at this intersection.

- Appendix 1 (attached) illustrates the location of the proposed parking restriction.
- The businesses located at 39 Perth Street are in support of the proposed parking restriction.

## POLICY IMPLICATIONS

An amendment to the City's Parking By-Law 119-89 requires Council's authorization.

## FINANCIAL CONSIDERATIONS

Annually, Public Works budgets for the installation of a variety of signs throughout the City. There are sufficient funds in the Public Works 2015 Operating Budget in account 01-5-745436-2010 to accommodate the estimated cost of \$250 per sign to install the necessary sign.

## CONCLUSION

It is recommended that a parking restriction be implemented as detailed.



C.J. Cosgrove, P.Eng  
Director of Operations



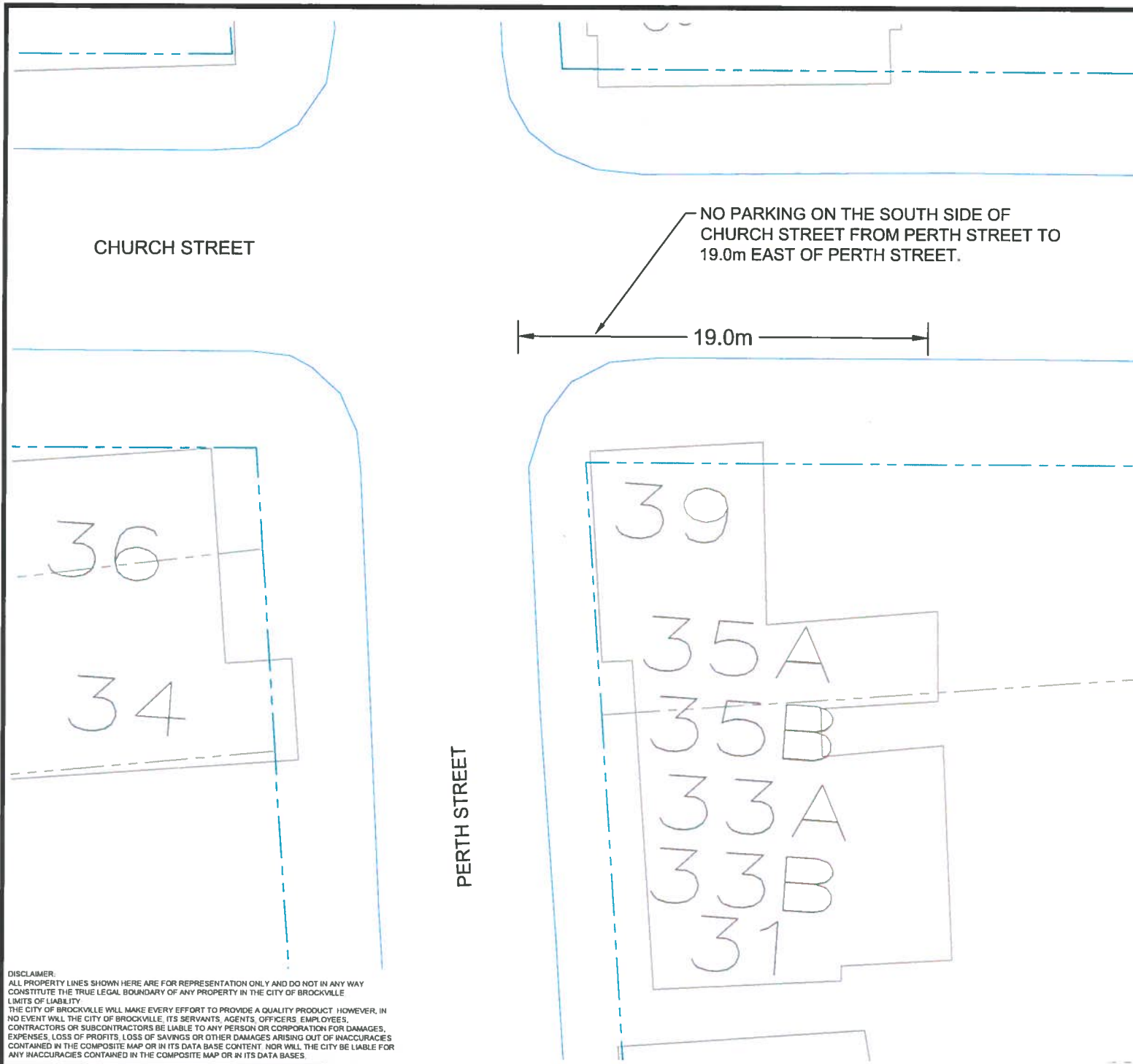
P. McMunn, C.E.T  
Supervisor of Transportation Services



D. Dick, CA, CPA  
Director of Corporate Services



B. Casselman  
City Manager



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# BROCKVILLE

CITY OF THE 1000 ISLANDS

TRANSPORTATION SERVICES

North:



Legend:

Property Line

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DRAWING NAME  
PERTH & CHURCH  
PARKING RESTRICTIONS  
APPENDIX '1'

Rev.	Date	Comments
1	JUNE 3/15	-

Drawn: JPB Date: JUNE 3, 2015  
Scale: NTS Drawing No: 1



**June 8, 2015**

**REPORT TO FINANCE, ADMIN. & OPERATIONS COMMITTEE – June 16, 2015**

**2015-066-06  
AIRPORT PROPOSED LAND  
LEASE AGREEMENT**

**C.J. COSGROVE, P.ENG.  
DIRECTOR OF OPERATIONS  
P. McMUNN, SUPERVISOR  
TRANSPORTATION SERVICES**

**RECOMMENDED**

THAT the City enter into a land lease with a group of four (4) individuals proposing to construct one (1) private hangar measuring 7,700 square feet at the Brockville – 1000 Islands Regional Tackaberry Airport, generating annual revenues in the amount of two thousand eight hundred and forty nine dollars (\$2,849), for the first five (5) years of the thirty (30) year agreement, with the agreement being renegotiated every five (5) years and;

THAT \$16,000 of the funds which were included in the 2015 Capital Budget be made available to construct a taxiway to accommodate the hangar development.

**ORIGIN/BACKGROUND**

Lands to the south of the runway at the Brockville-1000 Islands Regional Tackaberry Airport have been leased for many years to private hangar owners. There is currently availability of lands for future development of private hangars. This lease agreement stipulates that the rented lands will be occupied by a private hangar measuring 70' x 110' (7,700 square feet). Attachment #1 shows the proposed hangar and lease area. The lease agreement will be with 4 individuals, who collectively have expressed interest in the Brockville Airport, and have anticipated that construction could start as early as July, 2015.

The most recent private hangar that was constructed at the Brockville Airport was in 2005. The approval of further land lease agreements to facilitate private hangar development is supported by the Airport Commission.

**ANALYSIS**

Under the terms of the lease, the lease rate has been set at \$0.37 per square foot, which is the rate for all current leases being negotiated for 2015. A 30 year term has been proposed with the square footage rate being renegotiated every five years based on past practice. Past practice suggests that the rate increase per year would be equivalent to \$0.01 per square foot. Annually, the Airport Manager (Brock Air Services) conducts a survey of neighbouring airports similar in size to the Brockville Airport to

verify their land lease rates. The Brockville Airport has historically set the rate so as to be competitive with other airports. Based on the 2015 survey conducted in May, the rate of \$0.37 per square foot suggests we fall into approximately the 50<sup>th</sup> percentile.

In order to accommodate this lease proposal, the City will be required to construct a taxiway, perpendicular to the existing taxiway which runs parallel to the runway, to allow access to and egress from the current taxiway to the new hangar. The estimated cost of the taxiway extension is \$16,000.

## POLICY IMPLICATIONS

At the discretion of Council.


## FINANCIAL CONSIDERATIONS

Revenue in the amount of \$10,917 has been allocated to the 2015 airport operating budget account # 01-4-285031-0401 which is comprised of agricultural land leases and lease agreements for private hangars. Acceptance of this new land lease agreement will result in 2015 revenue of \$13,766 which represents a projected surplus of \$2,849.

The estimate to construct approximately 55 meters of taxiway for the hangar is \$16,000 plus HST. The City presently has a number of Capital surplus' that could be used to finance this capital requirement. More specifically, the Parkedale Avenue Realignment project could be utilized with the annual lease revenue (\$2,849) returned until the project is paid for.

## CONCLUSION

It is recommended that land lease agreement be approved based on this report and that the capital funds in the amount of \$16,000 (excluding HST) be released to construct the taxiway.

  
C.J. Cosgrove, P.Eng  
Director of Operations

  
D. Dick, CA, CPA  
Director of Corporate Services

  
P. McMunn C.E.T.  
Supervisor of Transportation Services

  
B. Casselman  
City Manager



# BROCKVILLE

CITY OF THE 1000 ISLANDS

TRANSPORTATION SERVICES

North:



## Legend:

- Brockville Airport Property Line
- - - Property Line (Other)
- - - Lot Envelope

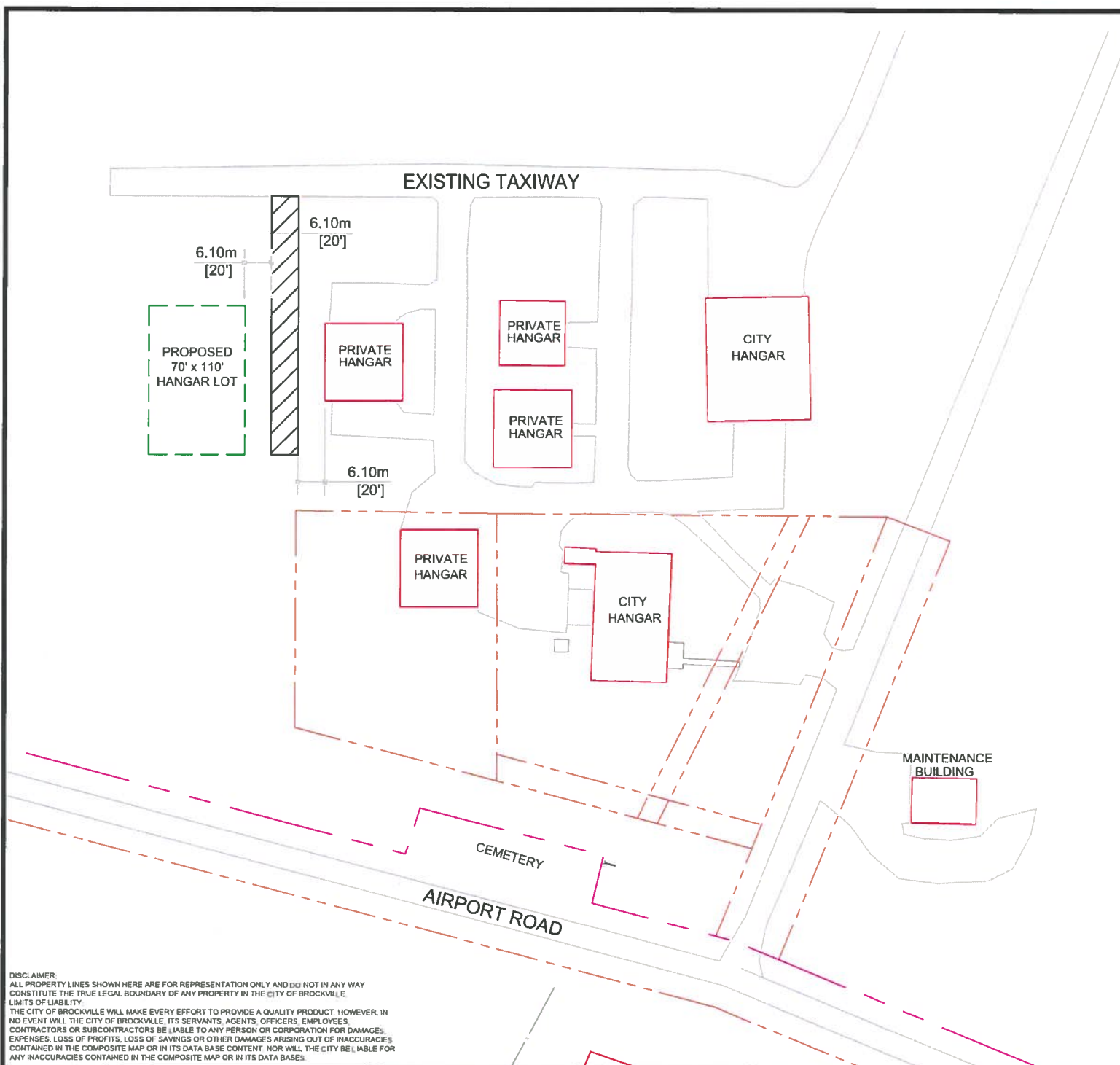
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DRAWING NAME  
BROCKVILLE MUNICIPAL  
AIRPORT - PROPOSED LOT  
ATTACHMENT #1

Rev.	Date	By	Comments
1	MAY 4/15	JPB	-
2	MAY 22/15	JPB	-
3	JUNE 8/15	JPB	-

Drawn: JPB Date: MAY 4, 2015  
Scale: NTS Drawing No: 1



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ANY INACCURACIES CONTAINED IN THE COMPOSITE MAP OR IN ITS DATA BASES.

**June, 2 2015**

**Report to Finance & Administration Committee – June 16 2015**

**2015-067-06  
Downtown Brockville (D.B.I.A.)  
Request For Transfer Of Funds**

**M. Plooy  
Executive Director DBIA**

**RECOMMENDATION**

THAT Council authorizes the transfer of funds in the amount of \$2,400.00 from the Downtown Brockville (D.B.I.A.) Reserve Fund (GL 02-5-191927-6436) to be used as a donation/contribution to the Movies in the Park Initiative by Brockville Police Services.

**BACKGROUND**

The DBIA Board of Management was approached by Community Safety Officer Mark Heffernan, requesting a donation/contribution in support of the Movies in the Park Project slated for Summer 2015. At the May 27, 2015 DBIA Board Meeting there was a motion made and carried to request a transfer of \$2400 from the DBIA reserve fund to support the Movies in the Park project.

**POLICY IMPLICATIONS**

Councils approval is required to “transfer funds to” or “transfer funds from” a reserve fund.


**FINANCIAL CONSIDERATIONS**

There are sufficient monies with the Downtown Brockville (DBIA) Reserve Fund to cover the request.

**Attachment 1** is the minutes from the May 27, 2015 Downtown Brockville (D.B.I.A.) board meeting.

  
M. Plooy  
DBIA Executive Director

  
David Dick, CA, CPA  
Director of Corporate Services

  
W. Onstein  
Chair DBIA

  
B. Casselman  
City Manager

**Excerpt from the DBIA Board Meeting  
May 27, 2015**

---

Request for donation/contribution to the Movies in the Park Project

Moved by Keeley Moure

**8.2 Movies in the Park**

The DBIA has been approached to financially help support this venture.

"Movies in the Park" will run every Thursday evening starting at 6:00pm.

There will be free pre-show entertainment from 6-8:30pm, kid's zone music, games, bouncy castles, and munchies. All movies will be family friendly, and are free and will include free popcorn.

After a lengthy discussion, Perry made a motion to sponsor this event for \$1200. This motion was later withdrawn.

Keeley made a motion to sponsor this event for \$2400 with the stipulation that it will be investigated further by Wendy and Meghan how this will be accomplished, and if funds from the reserve can be utilized.

CARRIED

**June 1, 2015**

**Report to Finance, Administration and Operations – June 16, 2015**

**2015-068-06  
Licence and Regulate  
Door to Door Sales/Service People**

**S. MacDonald  
City Clerk  
L. Murray  
Deputy City Clerk**

**Recommended**

THAT Council authorize the amendment of By-law 031-2013, Being a By-law to licence, govern and regulate Transient Traders in the City of Brockville, to incorporate the regulation of Door to Door Sales/Service People in the City of Brockville; and

THAT the General fees and Service charges by-law be amended.

**Purpose**

The purpose of this report is to provide recommendations concerning the licencing and regulating of Door to Door Sales/Service People operating within the City of Brockville.

**Background**

In the past few years, the number of complaints/enquiries received from concerned citizens regarding unsolicited door to door sales has increased. This licencing will provide consumer protection and safeguard the health and safety of customers by discouraging unfavorable business practices. The proposed changes to the current by-law will not affect indoor sales and/or events that are deemed of significant cultural importance.

**Analysis/Options**

It is important to maintain a regulatory system that puts in place protocols and enforcement tools that ensure businesses of this type are held to an appropriate standard of service delivery.

The Brockville Police Services have been contacted regarding this licencing and they are in full support. A Criminal Record Check from the Brockville Police Services would be mandatory for each licensee.

Staff feels that it is appropriate to incorporate this sort of sales/service into the existing "Transient Trader" by-law.

The related provisions include:

1. At the time of licencing, every Door to Door Sales/Service Person shall produce to the licenser two pieces of identification, including a photo and current residential address.
2. At the time of licencing, every Door to Door Sales/Service Person shall produce to the licenser a letter from their employer authorizing them to conduct business on behalf of the employer. This letter shall include the name of the business, current business address and telephone number of a contact person for complaint purposes.
3. At the time of licencing, every Door to Door Sales/Service Person shall produce to the licenser a current Criminal Record Check for all employees who will be performing the Door to Door Sales/Service in the City.
4. Each Licence shall be issued for a period of time that the Door to Door Sales/Service Person will be selling in the City. The Door to Door Sales/Service Person will require a new Licence each time they return to the City to work.
5. Every Door to Door Sales/Service Person will produce to any homeowner a copy of the Licence that they have been provided by the City at the request of the homeowner.
6. No person shall engage in Door to Door sales/service within the City before 9:00 am and after 7:00 pm of any day.

### Policy Implications

The amendment to our Transient Trader By-law to include Door to Door Sales/Service People will introduce new licencing provisions within the City of Brockville.

### Financial Considerations

It is estimated that this amendment to the Transient Trader By-law by including the licencing of Door to Door Sales/Service People will generate minimal revenues of \$500 per year. This revenue will be reflected in the Clerk's operations budget. There are no direct costs related to this amendment. We believe that Door to Door Sales/Service licencing can be accomplished with the existing staff compliment.

\_\_\_\_\_  
S. MacDonald  
City Clerk

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D. Dick, CPA CA  
Director of Corporate Services

\_\_\_\_\_  
L. Murray  
Deputy City Clerk

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B. Casselman  
City Manager