



# **City of Brockville**

## **General Committee**

### **Agenda**

**4:30 PM - Wednesday, December 4, 2024**

City Hall, Council Chambers

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Page

#### **Land Acknowledgement Statement**

#### **Chair's Remarks**

#### **Disclosure of Interest**

#### **Delegations and Presentations**

- 3 - 43    1.    2024 Tourism Year in Review

Kelly Brintnell, Tourism Advisor will provide a review of 2024 Tourism.  
[Dec 2024 Tourism Review](#)

#### **Correspondence and Communications**

Nil.

#### **Reports from Boards and Committees**

Nil.

#### **Staff Reports**

- 44 - 46    1.    2024-207  
Standing Committee Responsibilities  
Engineering and Infrastructure

THAT the department of Engineering and Infrastructure report to the Planning and Development Committee as of January 1, 2025.

[2024-207](#)

- 47 - 49    2.    2024-209  
2025 Temporary Borrowing Bylaw

THAT Council approves a temporary Borrowing By-law authorizing the Mayor and City Treasurer to borrow temporary working capital, as may be required for the Current Operations, of up to \$6,000,000 for the year 2025; and

THAT the necessary by-law be enacted.

[2024-209](#)

- 50 - 51 3. 2024-210  
Ontario Regulation 284/09 Budget Matters-Expenses

THAT Council adopt this report of expenses excluded from the 2025 Budget as a requirement of Ontario Regulation 284/09 passed under the Municipal Act, 2001.

[2024-210](#)

### **New Business from Committee Members**

1. Notice of Motion - Upgrades to Kiosks in the Tunnel  
Mayor Wren

THAT staff be directed to bring a recommendation to the Council Meeting of December 10, 2024, on proceeding with the remedial repairs of the (13) control and power pedestals and any further reparations as required.

### **Information Items**

Nil.

### **Committee Consent Agenda**

THAT the following items as recommended by the General Committee be placed on the Consent Agenda:

### **Media Question Period**

### **Adjournment**

THAT the General Committee adjourn its meeting until the next regular meeting scheduled for January 21, 2025.

### **Minutes from City Boards and Committees**

- 52 - 55 Railway Tunnel Committee  
[Railway Tunnel Committee - 14 Nov 2024 - Minutes](#)

# Brockville Tourism

## *Year End Wrap Up*



**Brockville**  
TOURISM

# Agenda

- Introduction and Overview
- Visitor Information Centre
- Events & Marketing



# A Look Back

- Tourism team and internal offices
- Visitor Centre with two satellite locations
- Engagement
  - Local, regional, and provincial tourism partners
  - General Committee
  - Inaugural Annual Tourism Symposium
- Travel in 2024
  - Sustainable Tourism Summit – Regional Tourism Organization 9 (RTO9)
  - Ontario Tourism Summit hosted by Tourism Industry Association of Ontario (TIAO)
  - Ontario Motorcoach Association (OMCA) Marketplace
  - 1000 Islands Binational Tourism Summit
- Destination business plan 2025 and 2026+
- Increased Municipal Accommodation Tax (MAT)



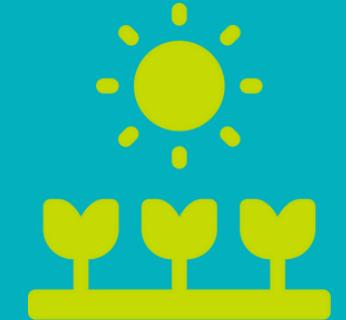
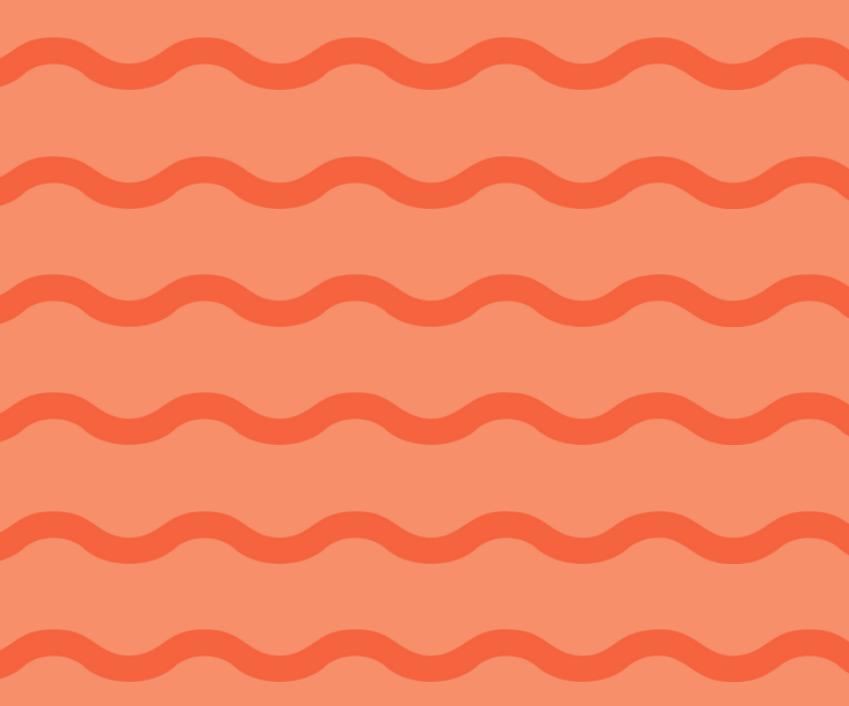
# Annual Tourism Symposium

<b>Strengths</b> <ul style="list-style-type: none"><li>• Location</li><li>• Networking</li><li>• Key note</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Time of year</li><li>• Lack of sectoral representation</li><li>• Potential repetitiveness</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Timing</li><li>• Community involvement</li><li>• Consistency</li></ul>	<b>Challenges</b> <ul style="list-style-type: none"><li>• Timing</li><li>• Lack of understanding</li><li>• Uncertainty due to first year</li></ul>



# Looking Ahead

- Travel in 2025
  - Outdoor Adventure Show – regional
  - Bicycle Show – regional
  - Canadian Meetings and Events Expo (CMEE) – regional
  - Regional Tourism Organization 9 (RTO9) Summit
  - Ontario Tourism Summit hosted by Tourism Industry Association of Ontario (TIAO)
  - Bienvenue Quebec (BVQ)
  - Ontario Motorcoach Association (OMCA) Marketplace
  - Rendezvous Canada (RVC) hosted by Tourism Industry Association of Canada (TIAC)
- Product development
- Ongoing identification of partner market readiness and recognition of new and emerging markets to build out portfolios
- Destination business plan



# Visitor Information Centre



# Visitor Information Centre

## Phase 1

- Established location and hours
- Cleaning and painting
- Furnishing and decorating the space
- Exterior enhancements such as chairs and flowers
- Set up of office equipment and phone system
- Development of signage and promotional materials



# Visitor Information Centre

## *Phase 2*

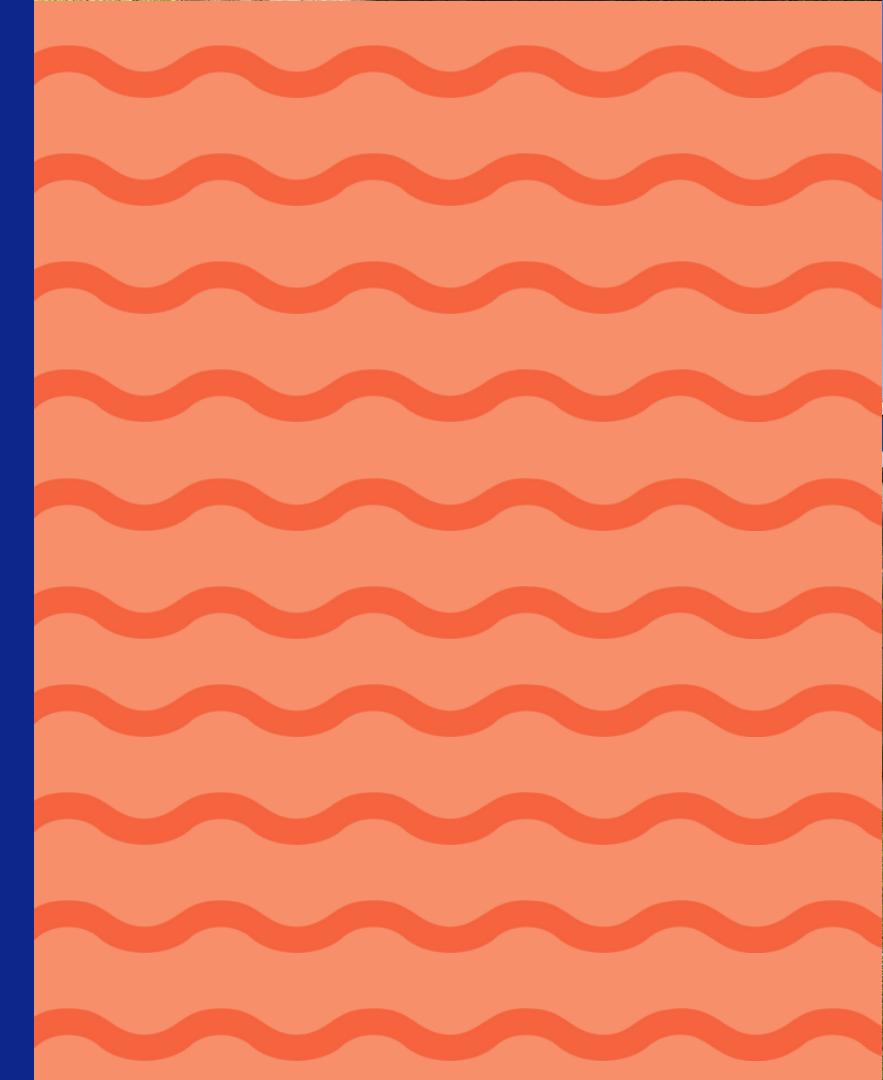
- Exterior painting of the front door, railings, stairs and ramp
- Window decals and street banners
- Identification of two 15 minute parking spots for visitors (seasonal)
- Security measures including a camera and door swipe for ID badges
- Merchandise / Retail Shop and the purchase and implementation of a new Point of Sale system

## *Phase 3 (into 2025)*

- Installation of a new awning
- Installation of a wall between the 1000 Islands Community Development Corporation (currently a door) and the Visitor Information Centre
- Signage with the new logo and branding
- Expansion of merchandise offerings
- New layout to create a more inviting front reception area and increased workspace for summer students

# Satellite Locations

- Brockville Railway Tunnel
  - Open 5 days a week during the summer season (Thursday - Monday)
  - This was our busiest satellite location
- 120 Stewart Blvd
  - Open 3 days a week in July & August (Friday - Sunday)
  - Location itself was convenient for drivers to stop at on their way downtown however visitation numbers were low



# Proposed New Location

## *St. Lawrence Park*

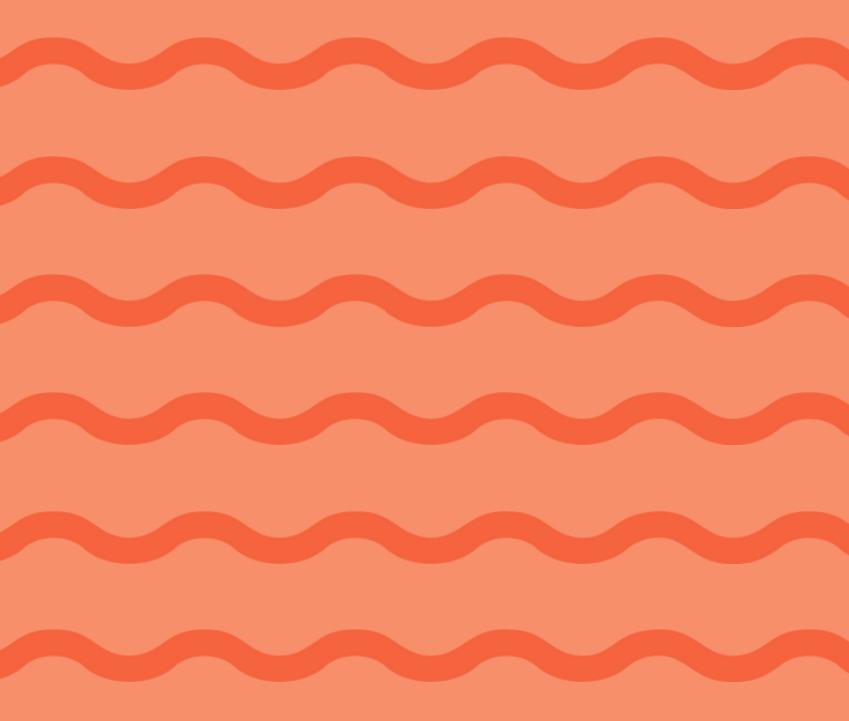
- Increased visitation opportunities in a more prominent location for locals and tourists
- More family friendly
- Safer and more suitable work environment for summer students
- Other city staff present
- Management of kayak rentals should this initiative move forward in 2025



**Brockville**  
TOURISM

# Summer Students

- Grant applications submitted in the spring
- 6 summer students were hired from May 1 until August 30th (our Tourism Supervisor Jake Leach is with us until December 31st)
- Students were an important part of our grand opening on May 3rd!
- From May 14th – 17th students participated in a familiarization tour (FAM) with various tourism organizations and attractions
- Strong focus on mentoring and customer service training



# Summer Student Highlights

- Ambassador handbook as a student resource
- Scavenger hunts
- Posterboards at Blockhouse Island
- Customer Relations Management system research and analysis
- Hotel occupancy calls & reporting
- Patio Passport delivery and collection
- Festival & event participation
- Social media support
- Tunnel tours and revitalization of the Railway Caboose (in development)



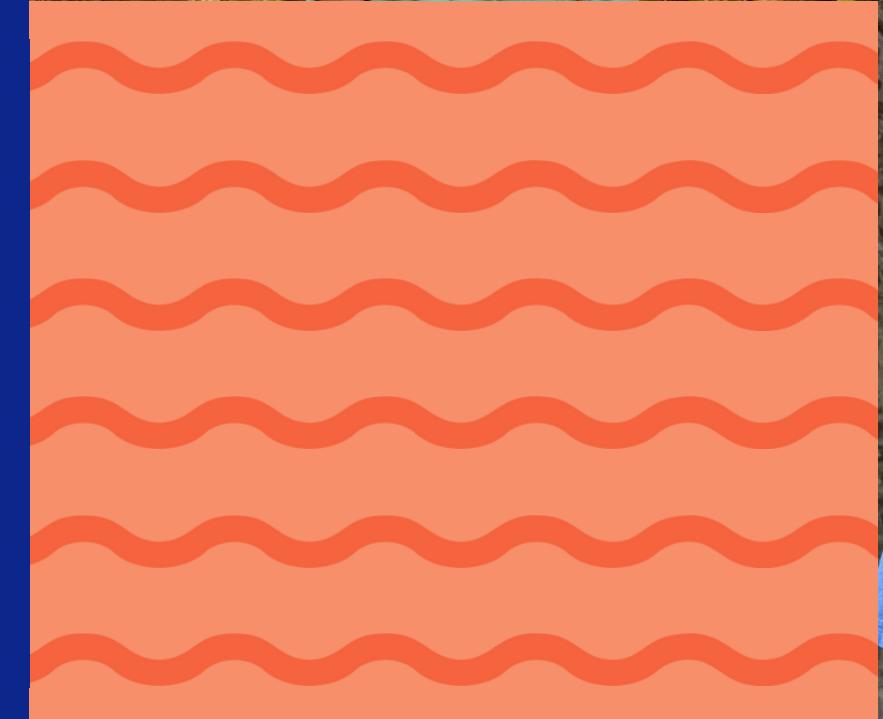
# Summer Students & Events

- Increased presence at local events this summer including the Twilight Tuesday's Makers Market, Shop the Street, and Canada Day festivities
- Students enjoyed being outside in the community and interacting with residents & visitors
- Provided opportunities to promote Brockville and distribute our new visitor guide!
- Representation at major festivals & events including the 1000 Islands Regatta, Brockville Ribfest, and the Thousand Islands Triathlon



# Merchandise & POS System

- Implemented a new Point of Sales system (POS) with Moneris that was easy to use and customer friendly
- To date we have sold over \$8000 in merchandise
- Continue to expand our line of offerings beyond clothing and accessories



# Visitor Surveys

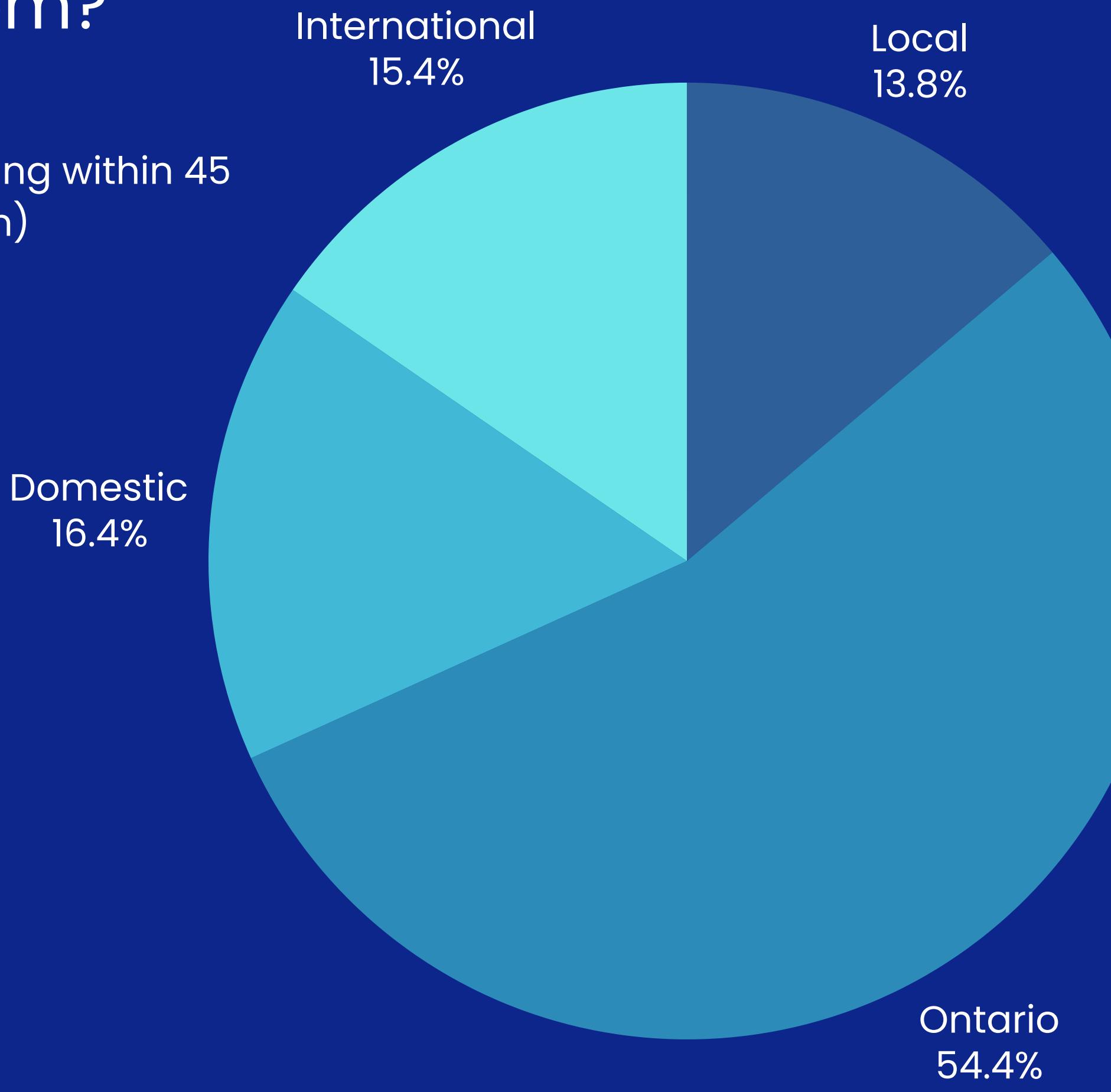
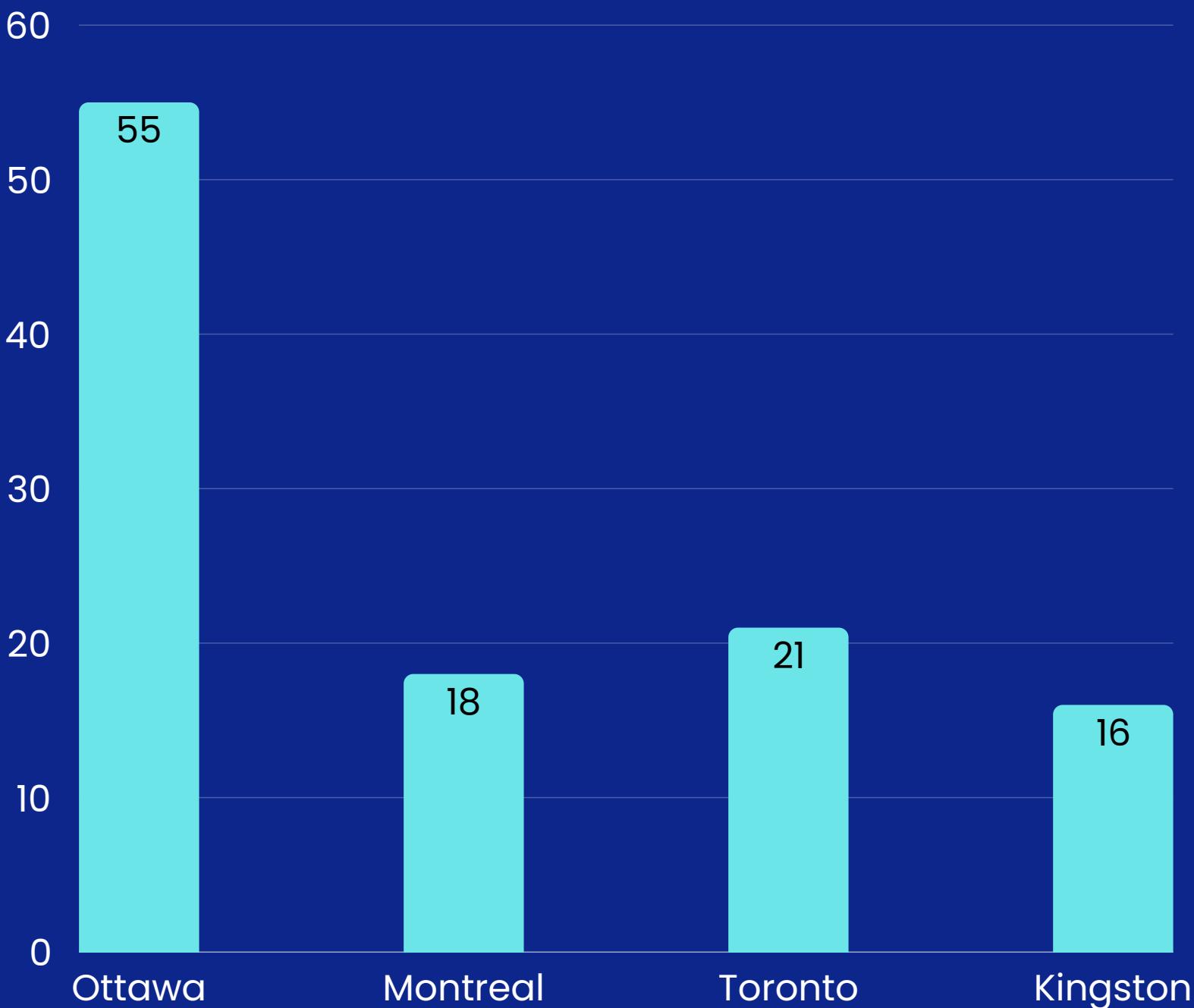
## Two Survey Versions Compiled:

- 181 Manual Surveys Completed at the VIC
- 173 Online Surveys Completed
- 354 Total



# Where Are Our Visitors From? (318 Responses)

- Local Visitors were deemed to be visitors residing within 45 minutes from Brockville (not including Kingston)

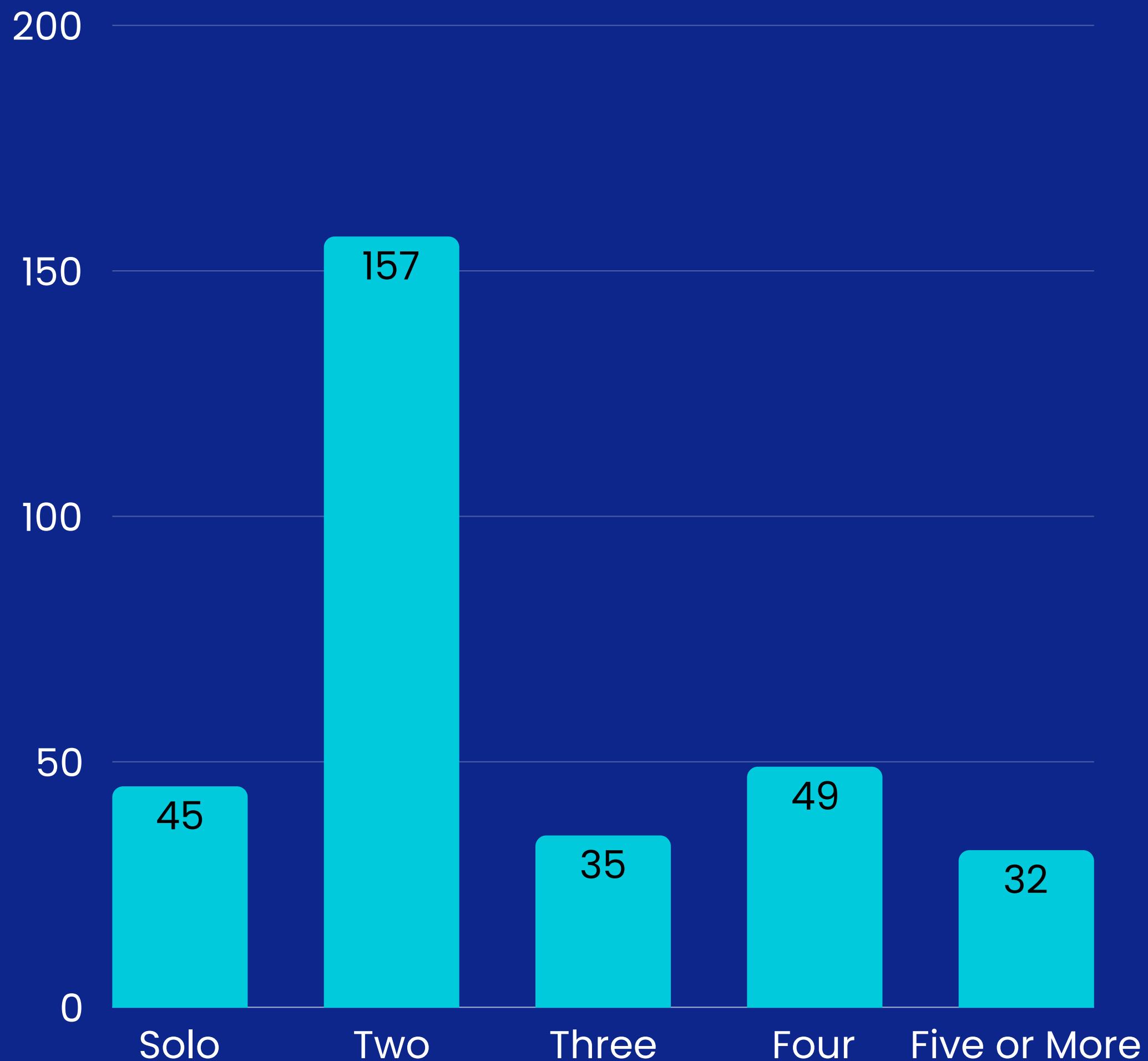


# Visitor Group Sizes: (318 responses)

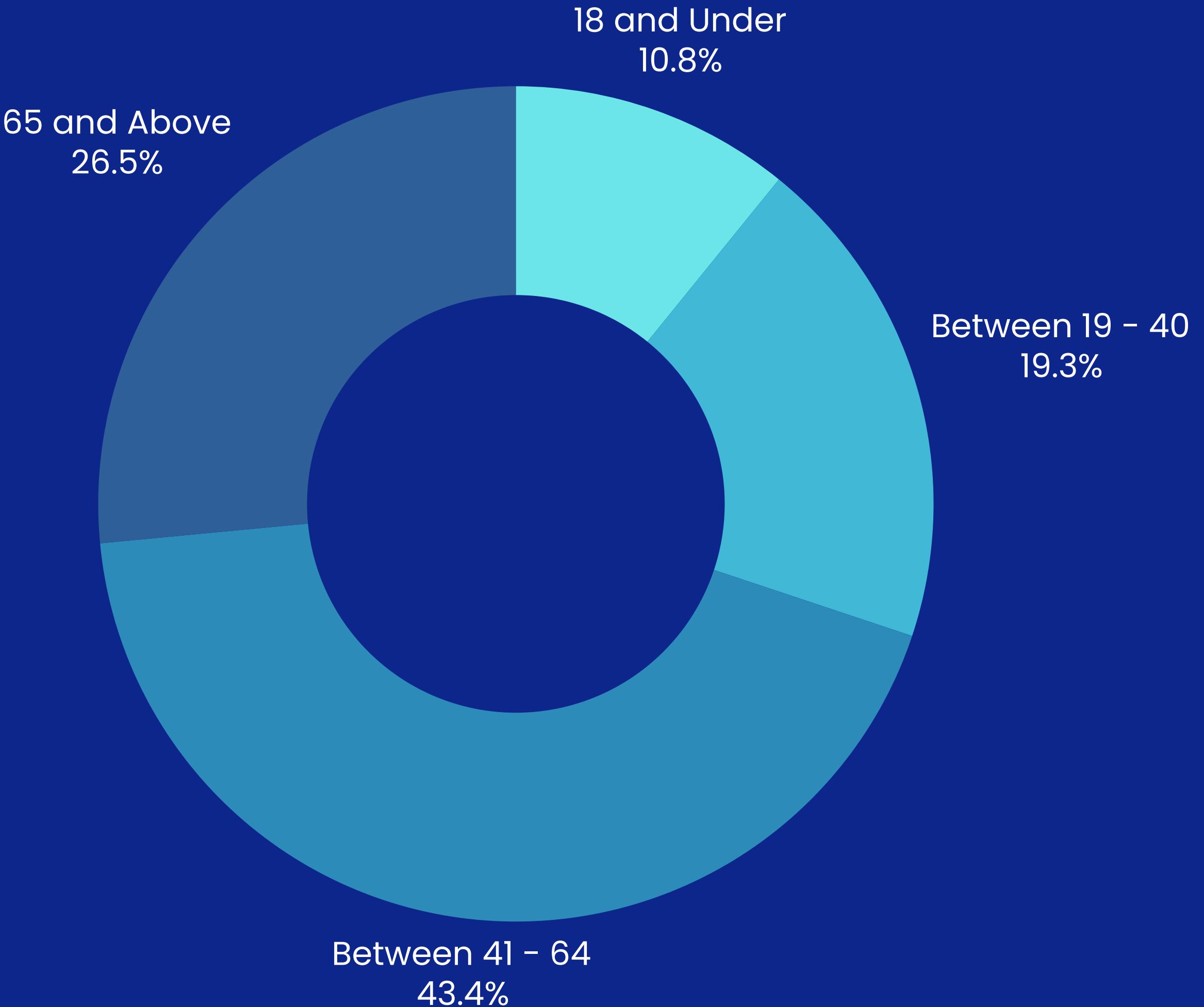
Total Visitors: 989

Average Group Size: 3.11

- Average group size taken as a minimum
- 49.4% of visitors were travelling as a couple or group of two.



## Visitor Age Data: (332 responses)



# Primary Language (353 responses)

What's Your Primary Language:

English - 319

French - 28

Polish - 2

Danish - 1

Dutch - 1

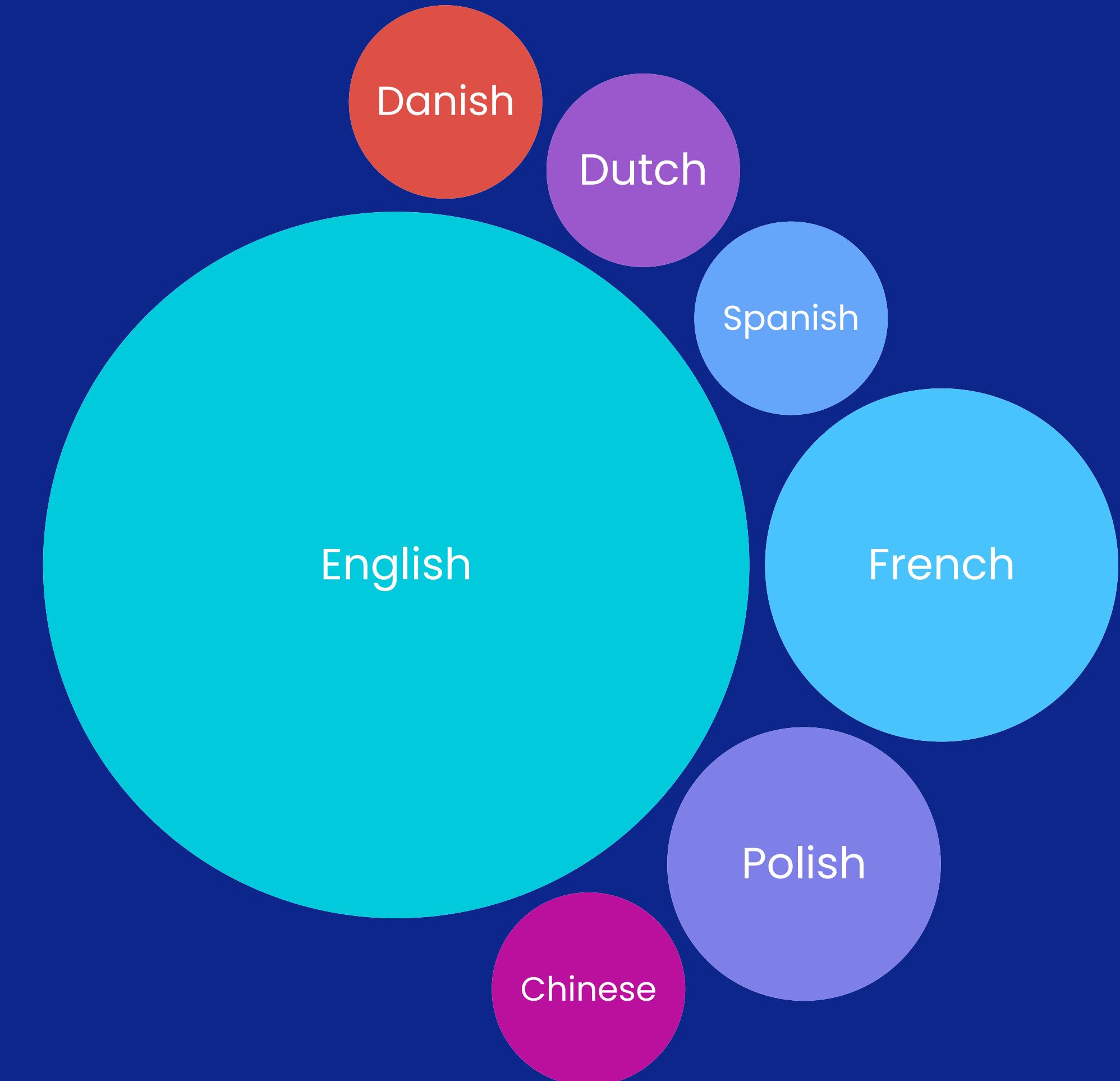
Spanish - 1

Chinese - 1

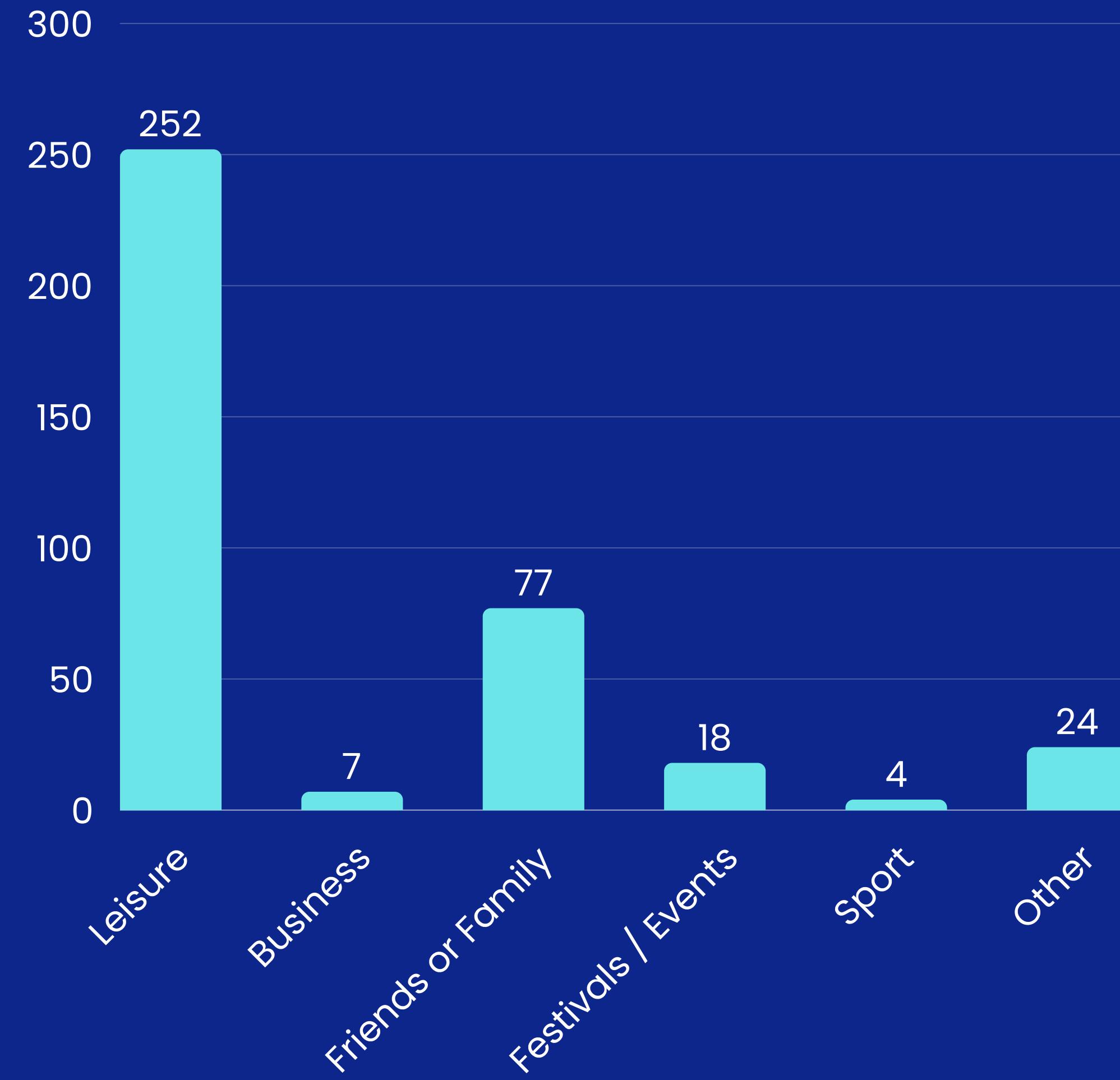
The in-person visitor survey recorded a much larger number of French speakers compared to the online survey:

Online: 6 out of 172 (3.5%)

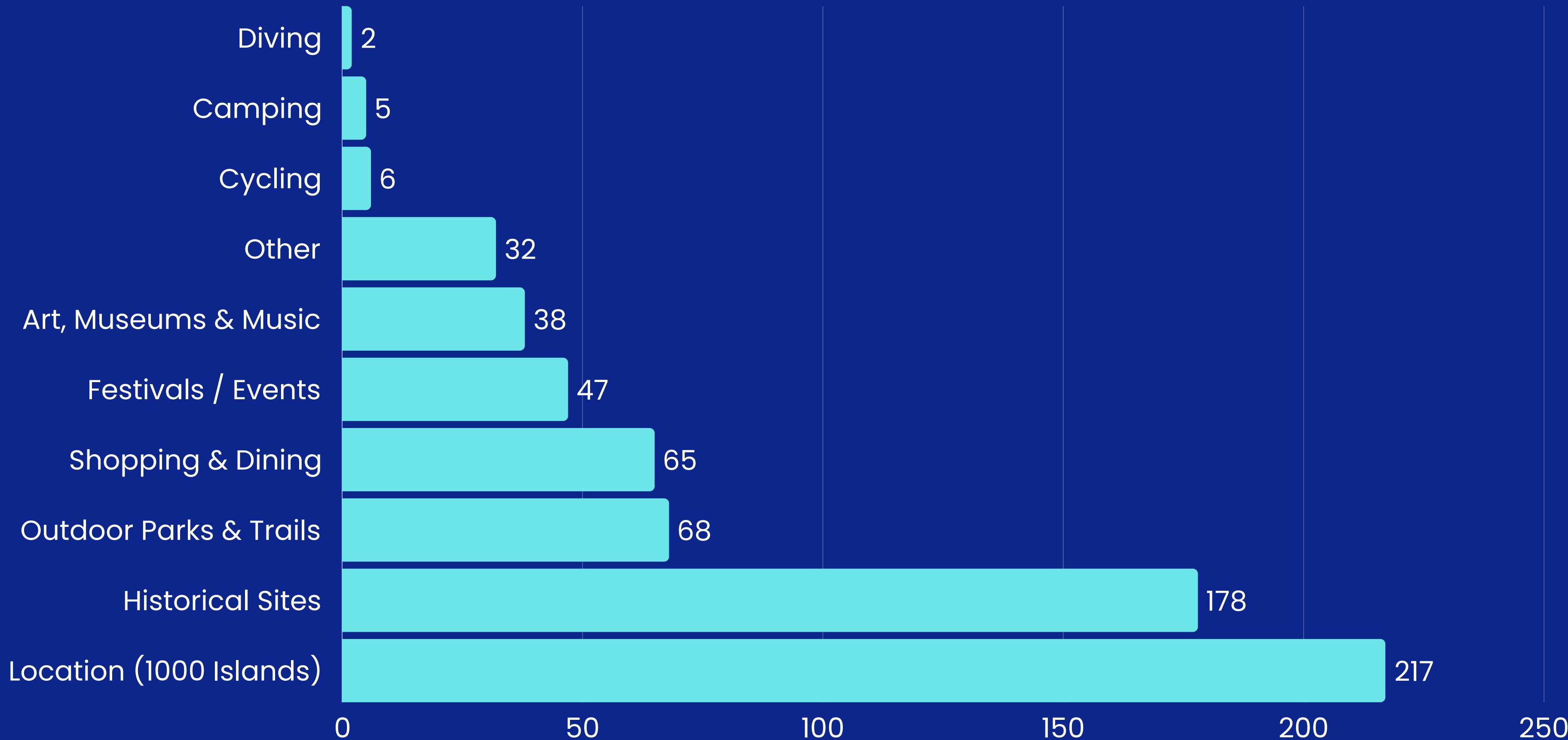
In-Person: 22 out of 181 (12.2%)



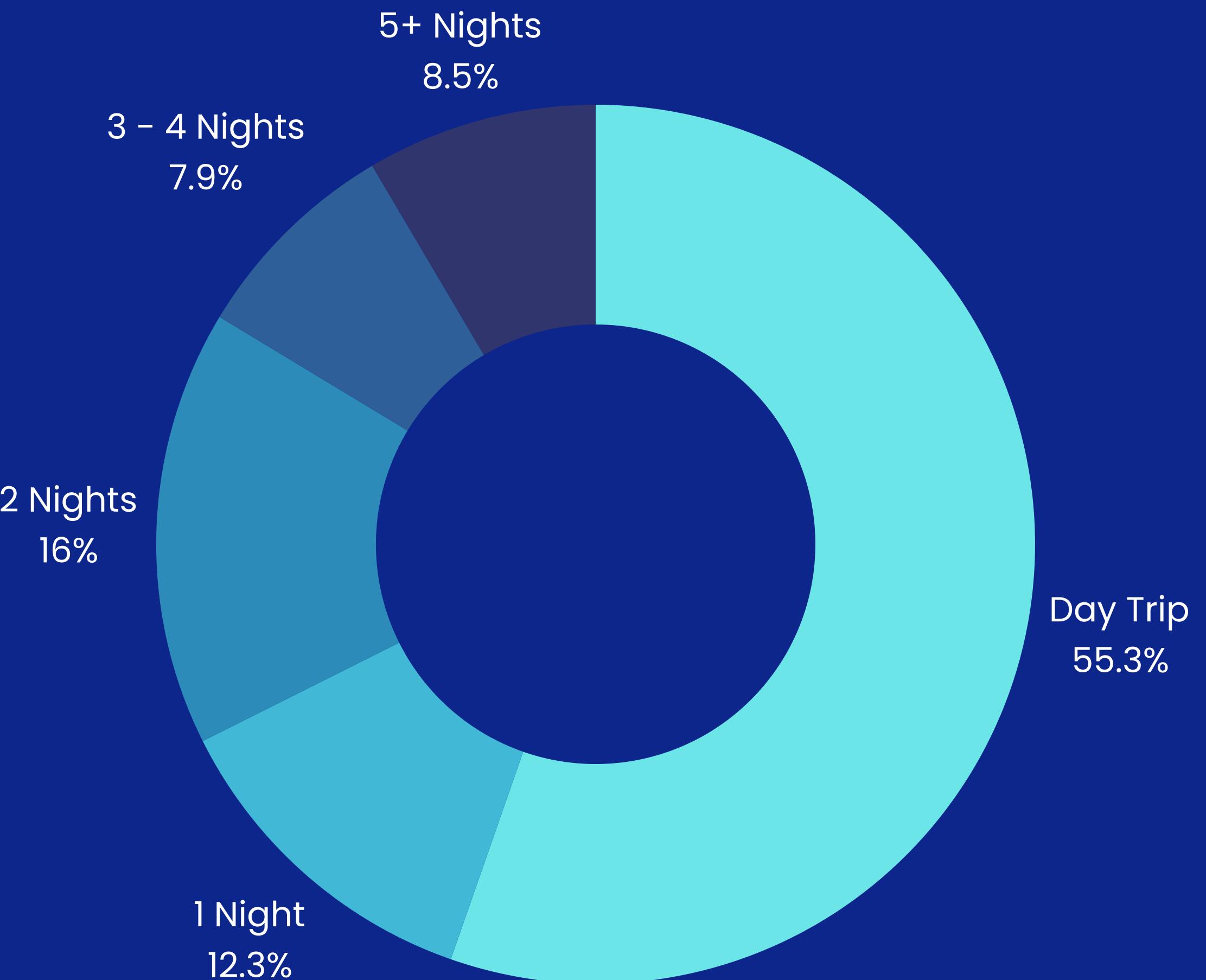
## Purpose of Visit: (382 Responses)



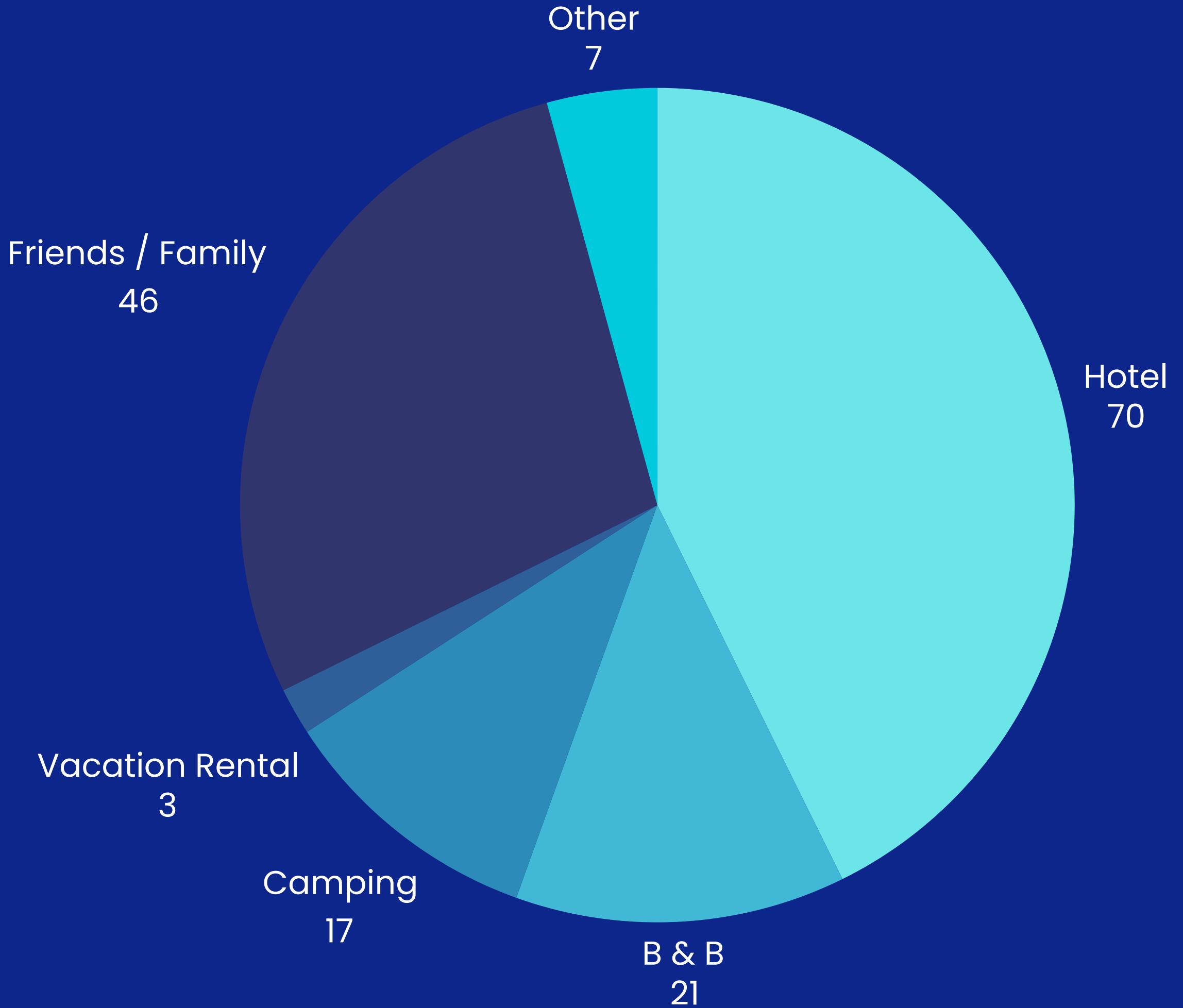
# What Attracted Visitors to Brockville? (658 Responses)



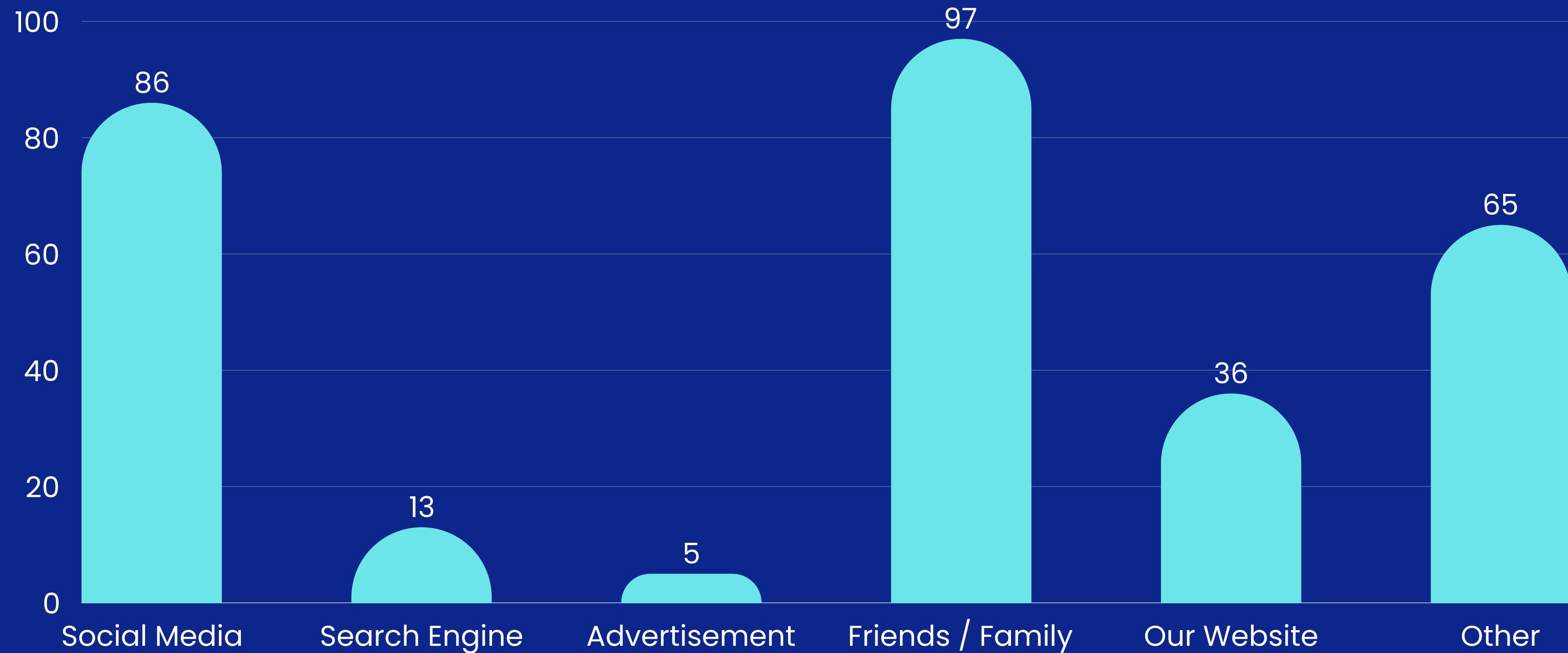
# Trip Length (318 Responses)



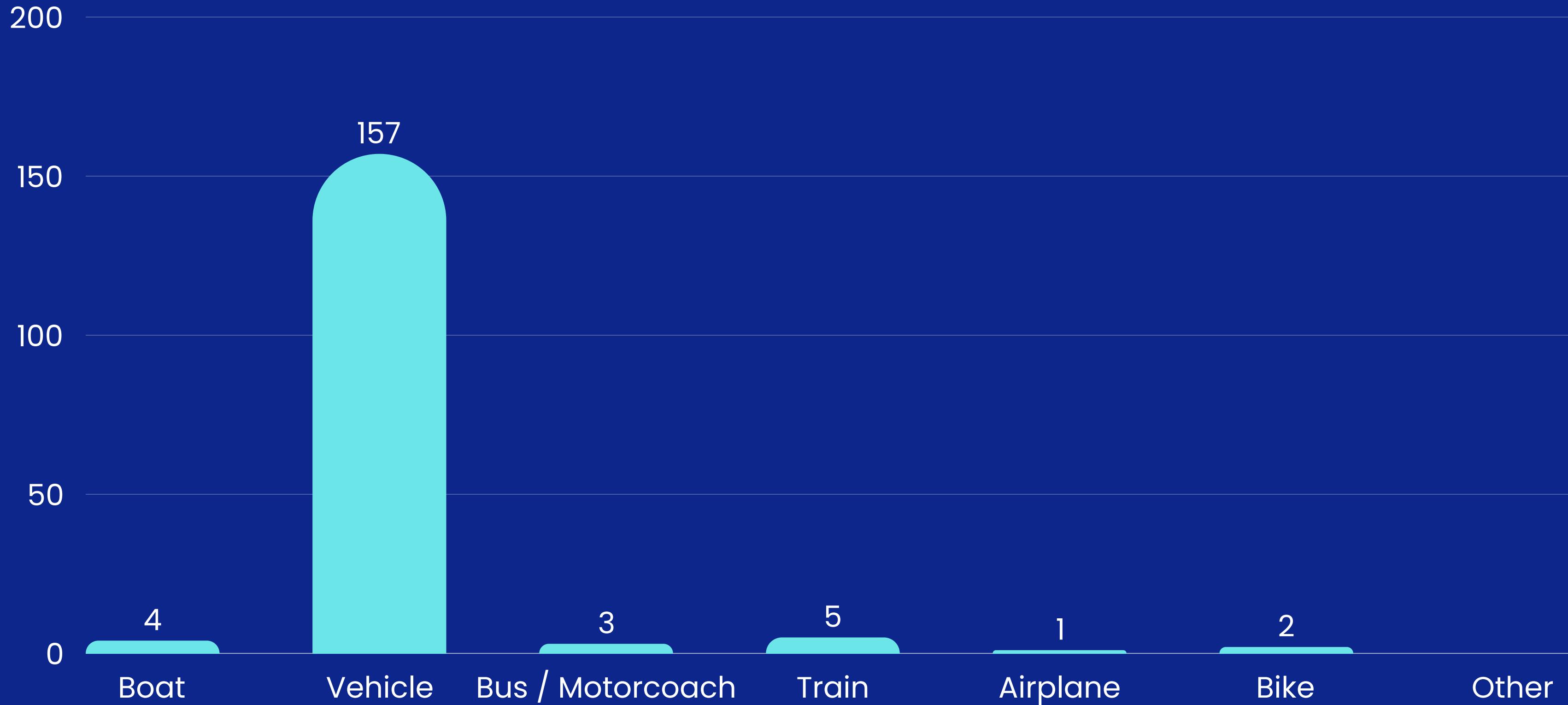
## Accommodation Types (165 Responses)



# How Did Visitors Hear About Brockville? (308 Responses)



# Method of Transportation (172 Responses)



# Events & Marketing



# Special Events

- Brockville Solar Eclipse Viewing
- Presence at the BIA street closures, 1000 Islands Regatta, Community Canada Day event, Somersault Triathlon, BBBS Ribfest, etc.
- Organized special promotions with local businesses for tour groups
- Flannel and Frost event at Miracle on King
- 2025 Brockville Tall Ships Festival Coordination
- Supporting Festival and Events with city logistics and communications



# Paid Advertising

- Visit 1000 Islands Spring, Fall and Winter Campaigns
- Banner ads with Multiview Media for Ontario Motorcoach Association (OMCA) Newsletters
- Summer Google ads for search engine optimization (SEO)
- Ads Media Solutions - representation in Brockville hotels
- Boosted social media advertisements on Instagram and Facebook
- Influencer collaborations and media familiarization (FAM) tours



# Paid Advertising

## *Looking Ahead*

- Visit 1000 Islands 2025/26 visitor guide
- Ontario by Bike 2025 guide
- Post media campaign
- Podcast advertisements
- OMCA guide
- Campaigns with The Great Lakes Cruise Association
- Destination Ontario partner opportunities
- Shoulder season content to encourage “off-season” tourism initiatives
- Supporting tourism partner initiatives & campaigns



# Industry Partner Relations

- Communications with Destination Ontario Team
- Communications with Regional Tourism Organization 9 (RTO 9) team
- Tourism Industry Association of Ontario (TIAO) event collaborations
- Tourism Industry Association of Canada (TIAC) webinars for collaborative opportunities
- Aligning marketing efforts with local partners
- Working with Film Kingston
- Working with local partners to develop a CityPass initiative



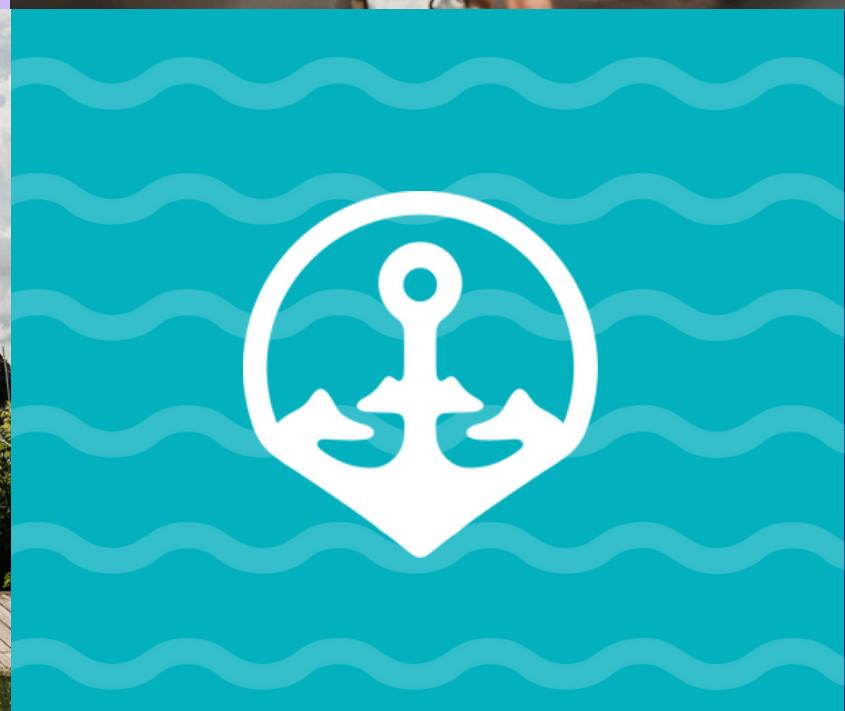
# Brand Refresh

As a city that blends rich history, stunning waterfront parks and trails with a vibrant community, we wanted a brand that reflects the energy, charm and uniqueness that makes Brockville so special.



# Brand Refresh

- New logo, colour palette, Brockville specific icons, and brand guidelines
- New brand applied to website
- New curated photos for future marketing initiatives featuring one couple and two families
- Refreshing marketing materials
  - Visitor guides
  - Posters
  - Banner Stands
  - Signage



# Social Media & Digital Marketing

Visitor survey revealed that social media is the second most popular way people discover Brockville

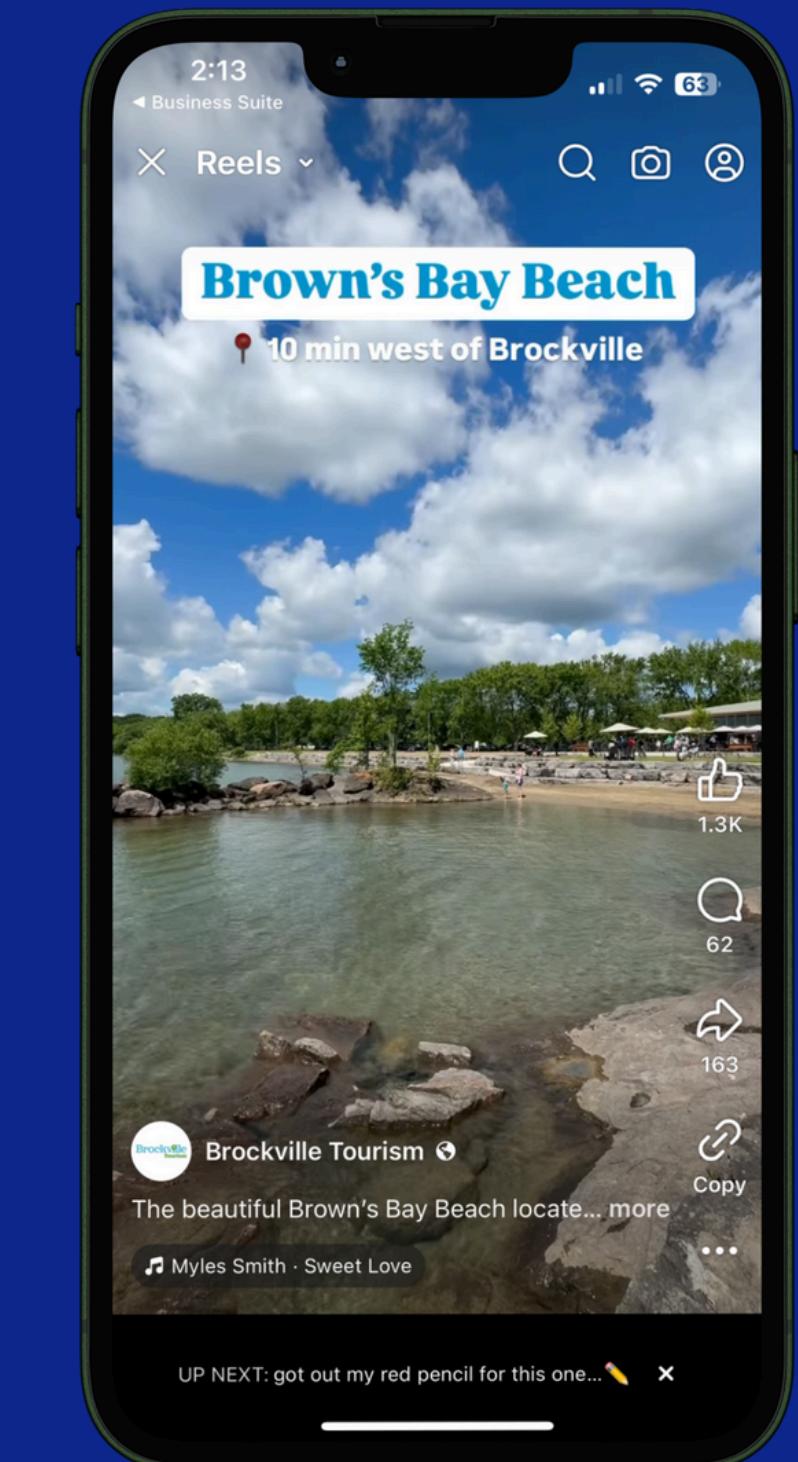


# Facebook

**2,800** new followers  
21,000 total followers

**1.2 million** reach  
**330.9K** video views

Large local audience



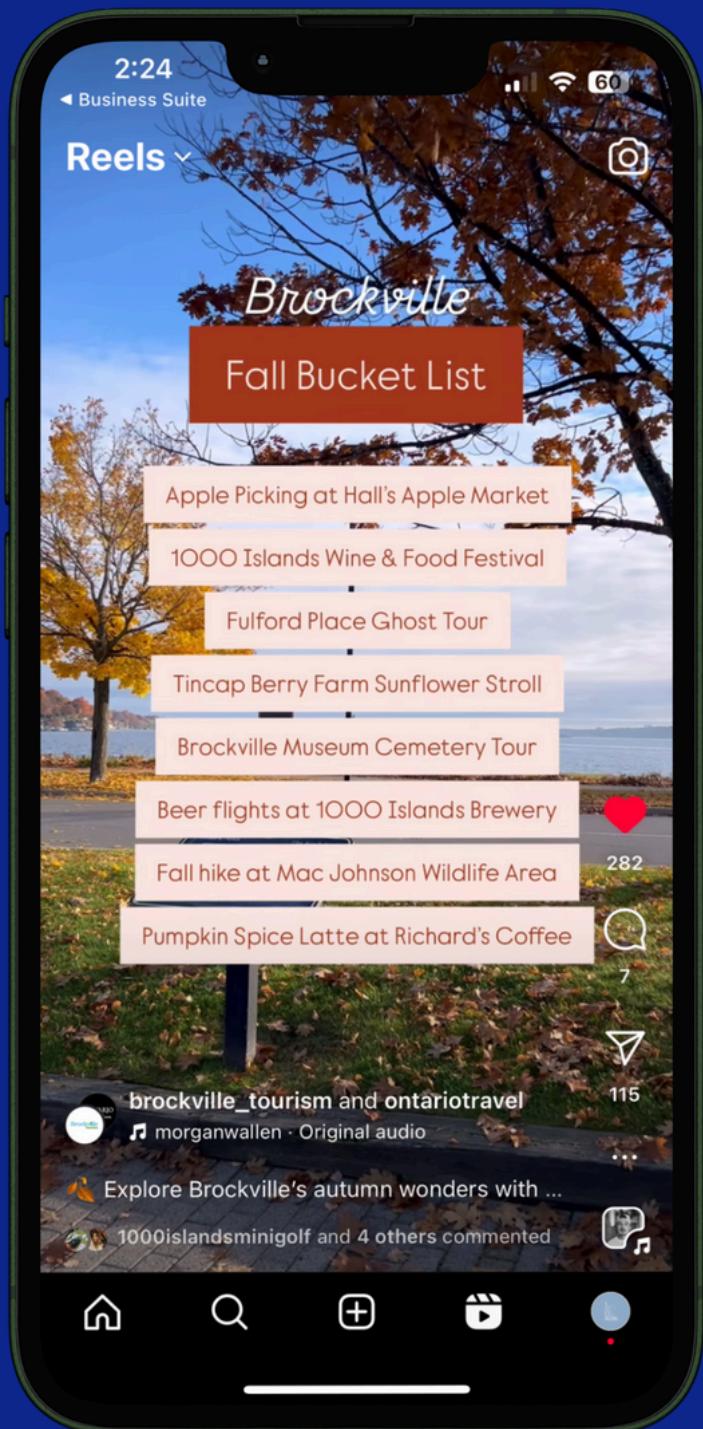
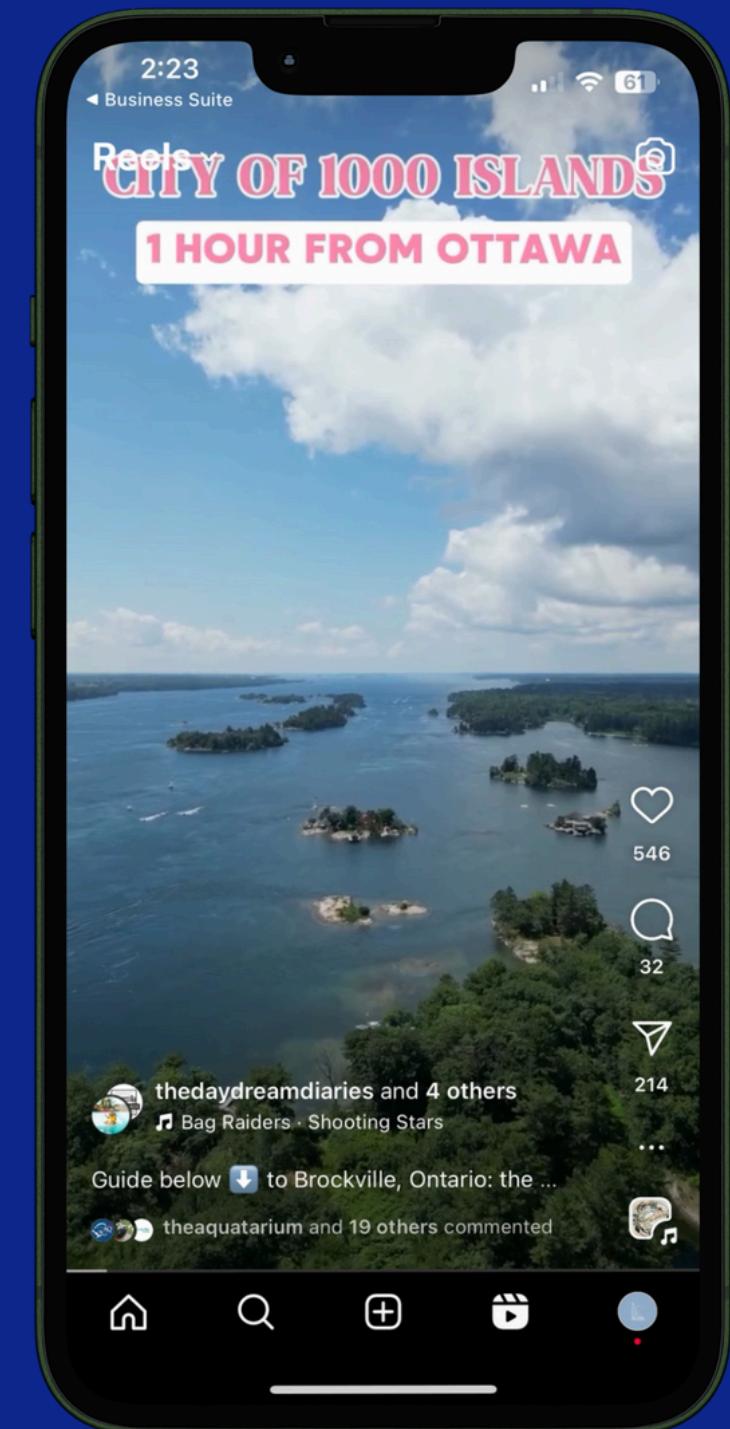
# Instagram

**3,600 new followers**

87% increase over last year

**334.k reach**

Non-local audience



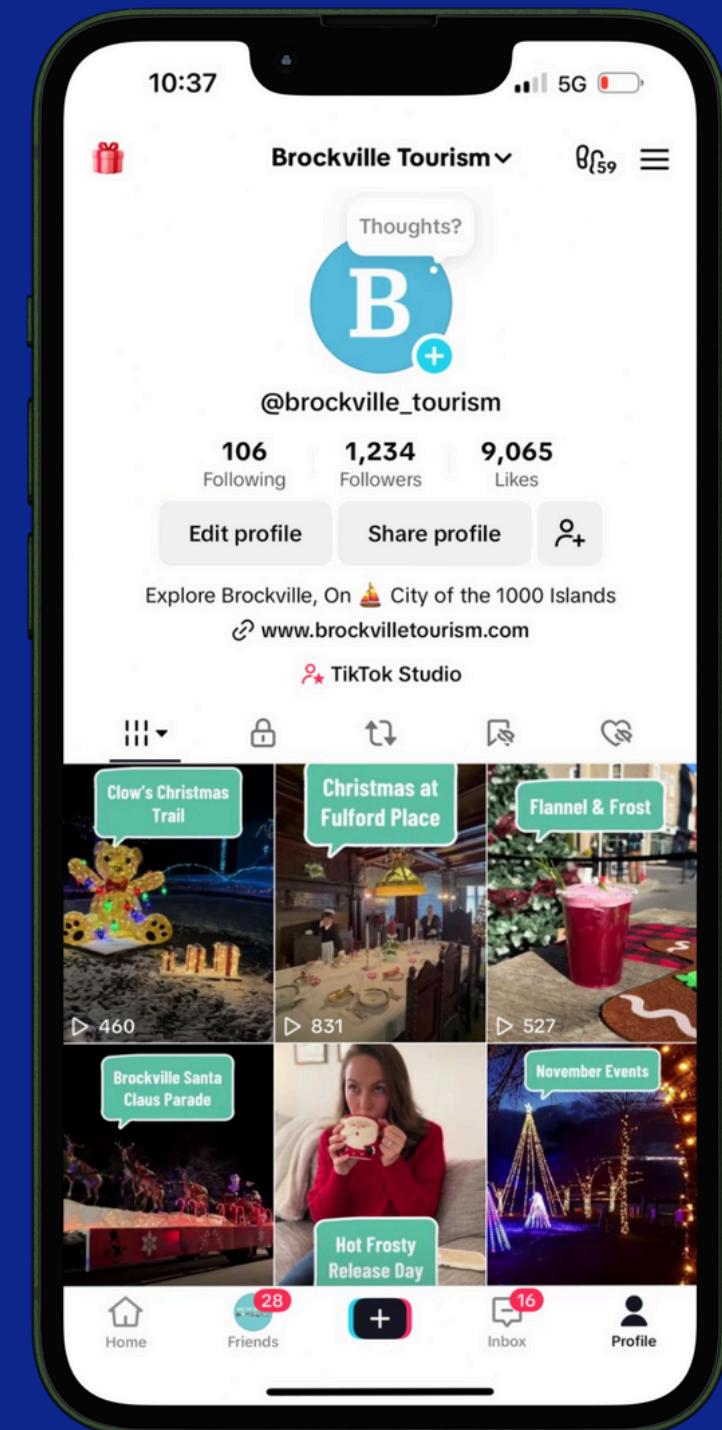
# TikTok & LinkedIn

**1,234** TikTok followers

- Focus on video content
- Opportunity to showcase students next summer

**809** LinkedIn followers

- Focus on corporate culture and building connections with other Tourism organizations
- Opportunity to showcase more travel in 2025



# Community Engagement

houseofknapps 2w  
so glad this is the first thing i took in on social media today  
Reply Hide  
— Hide replies

brockville\_tourism 2w  
@houseofknapps 😍😍😍 It's a beautiful day!  
Reply

ryleedonaghuee 2w · ❤ by author  
@houseofknapps @brockville\_tourism I second this!  
Reply Hide

Great job on all these new video for Brockville. Who ever is making them is doing an amazing job showing how wonderful Brockville.  
1

1000islandsminigolf 1w · ❤ by author  
Lovely presentation. Great job Brockville Tourism.  
Reply Hide

Hi there! I just wanted to share how impressed I always am by your marketing team! Love love love the new Brockville fall checklist... such a lovely idea 😍 makes me wanna go (despite living in Ottawa now). Bravo!

all\_things\_homepretty 6w · ❤ by author  
As a Brockvillian I can say .....this is an awesome clip. ❤  
2

selizbt 2w · ❤ by author  
Loving the @brockville\_tourism content 🙌🙌  
2

# Influencer Visits

- Hosted 2 influencer trips
- Family influencer from GTA and friends group from Ottawa
- **What are influencers?** Individuals with large followings on Instagram typically that allow us to reach new, targeted audiences



# Influencer Benefits

- Showcase Brockville in-the-moment experiences
- Provide a unique, individual perspective
- Reach large audience
- Often provide us with high quality imagery and videos



# Media Opportunities

- MOVE 104.9
- Recorder & Times
- CTV Ottawa
- CBC Ottawa





# Thank you!

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[info@brockvilletourism.com](mailto:info@brockvilletourism.com)  
[brockvilletourism.com](http://brockvilletourism.com)



# Staff Report

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<b>Report To:</b>	General Committee
<b>Meeting Date:</b>	December 4, 2024
<b>Prepared By:</b>	Sheena Earl, City Clerk
<b>Report Number:</b>	2024-207
<b>Subject:</b>	Standing Committee Responsibilities Engineering and Infrastructure

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## Recommendation

THAT the department of Engineering and Infrastructure report to the Planning and Development Committee as of January 1, 2025.

## Background

Currently, the City has established two standing Committees of Council which receive staff reports and make recommendations to Council on items within their respective mandates. The Planning and Development Committee currently makes recommendations related to Economic and Development Services, Building, By-law and Planning, in addition to items arising from the Brockville Municipal Accessibility Advisory Committee and the Municipal Heritage Committee. The General Committee hears issues related to Administration, Cultural Services, Finance and IT, Fire and Operations. Various other Advisory Committees also report to the General Committee including the Arena Advisory Committee, the Airport Commission, the Museum Advisory Committee and the Brockville Railway Tunnel Committee. These responsibilities are summarized in Attachment 1.

## Analysis

In an effort to balance agendas more appropriately, it is suggested that the responsibility for items arising from Engineering and Infrastructure be shifted to the Planning and Development Committee (PDC). Reports from this area include items such as water, wastewater and solid waste. As this department deals with significant topics that intersect with land use, urban planning and development, placement on PDC agendas makes practical sense, as well. This suggested change has been reviewed with the Governance Committee and impacted staff and all are in support.

In addition to this adjustment, the Governance Committee is undertaking a comprehensive review of the structure and functioning of the city's various committees. Additional information will be shared with members of the General Committee and/or Council in this regard in the coming weeks.

## **Alignment with 2023-2026 Strategic Priorities**

In July 2023, City Council approved the 2023-2026 Term of Council Priorities. Through a review of various Committees and a realignment of the reporting Committee for Engineering and Infrastructure, this aligns with the core strategic priority of Governance and Policy.

## **Conclusion**

In conclusion, the recommendation to move Engineering and Infrastructure related items to the Planning and Development Committee is a strategic step towards improving the governance structure of the organization. This shift, alongside the ongoing review by the Governance Committee, is expected to create a more balanced approach to managing committee responsibilities. Further discussions and feedback will be essential as these, and other changes are recommended.

Approved by:

Sheena Earl, City Clerk

Sandra MacDonald, City Manager

Status:

Approved - 25 Nov 2024

Approved - 26 Nov 2024

Attachments:

[2025 Standing Committee Members and Responsibilities](#)

## Standing Committees of Council (2025)

<i>First Tuesday @ 4:30 pm</i>	<i>Third Tuesday @ 4:30 pm</i>
<b>Planning and Development Committee (PDC)</b>	<b>General Committee (GC)</b>
<p><b>Reporting Departments, Boards and Committees</b></p> <ul style="list-style-type: none"> <li>• Economic &amp; Development Services</li> <li>• Building, By-law and Planning Division</li> <li>• Engineering &amp; Infrastructure</li> <li>• Brockville Municipal Accessibility Advisory Committee (BMAAC)</li> <li>• Municipal Heritage Committee</li> </ul> <p><b>External Organizations</b></p> <ul style="list-style-type: none"> <li>• Cataraqui Region Conservation Authority</li> <li>• St Lawrence Corridor Economic Development Commission</li> </ul>	<p><b>Reporting Departments, Boards and Committees</b></p> <ul style="list-style-type: none"> <li>• Administration</li> <li>• Cultural Services</li> <li>• Finance &amp; IT Services</li> <li>• Fire &amp; Partner Services</li> <li>• Operations Department</li> <li>• Airport Commission</li> <li>• Arena Advisory Board</li> <li>• Library Board</li> <li>• Museum Advisory Committee</li> <li>• Police Services Board</li> <li>• Tourism Advisory Committee</li> <li>• Railway Tunnel Committee</li> <li>• Youth Advisory Committee</li> </ul> <p><b>External Organizations</b></p> <ul style="list-style-type: none"> <li>• Aquatarium</li> <li>• Brock Trail</li> <li>• Health Unit</li> <li>• Joint Services Committee</li> <li>• Public Liaison Monitoring Group (PLMG)</li> <li>• St. Lawrence Lodge Management Board</li> </ul>

*4 Councillors plus one Citizen Member  
(as per Planning Act Sec 8)*

*Kalivas (Chair), Earle, Lavergne, Wales, Member  
Koolwine*

*4 Councillors*

*Fullarton (Chair), Deery, Hobbs, Severson*

**Closed meeting sessions are not held at Standing Committee meetings. All matters requiring a closed session will proceed directly to Council.**



# Staff Report

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<b>Report To:</b>	General Committee
<b>Meeting Date:</b>	December 4, 2024
<b>Prepared By:</b>	Lynda Ferguson, Director of Finance & IT Services
<b>Report Number:</b>	2024-209
<b>Subject:</b>	2025 Temporary Borrowing By-law

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## Recommendation

THAT Council approves a temporary Borrowing By-law authorizing the Mayor and City Treasurer to borrow temporary working capital, as may be required for the Current Operations, of up to \$6,000,000 for the year 2025; and

THAT the necessary by-law be enacted.

## Background

Municipalities are required, annually, to pass a temporary borrowing by-law for funds it deems it may require to accommodate operating expenditures until the taxes are levied. The City of Brockville levies their taxes in two installments: the interim billing due late February, and the final billing due last August.

This by-law authorizes both external borrowing from a financial institution and internal borrowing from our reserve fund accounts. The city is required to pay interest on internal borrowing. The rates paid internally are based upon the interest rate otherwise would be achieved by those funds.

Historically the City has not found it necessary to exercise the use of this by-law. However, the Bank requires having the documentation on file as it provides the necessary authorization in an unanticipated event where the temporary funds would be required.

## Analysis

Borrowing requirements are dependent upon spending requirements, debt repayment and the collection of taxes.

According to Section 407 (2) of the Municipal Act, 2001, the amount the municipality can borrow is limited to:

*407 (2) Except with the approval of the Local Planning Appeal Tribunal, the total amount borrowed at any one time plus any outstanding amounts of principal borrowed and accrued interest shall not exceed,*

- a) *from January 1 to September 30 in the year, 50 per cent of the total estimated revenues of the municipality as set out in the budget adopted for the year; and*
  - b) *from October 1 to December 31 in the year, 25 percent of the total estimated revenues of the municipality as set out in the budget adopted for the year.*
- 2001, c. 25, s. 407 (2); 2017, c. 23, Sched. 5, s. 56.*

#### *Pending adoption of the budget*

*(3) Until the budget is adopted in a year, the limits upon borrowing under subsection (2) shall temporarily be calculated using the estimated revenues of the municipality set out in the budget adopted for the previous year.* *2001, c. 25, s. 407 (3).*

#### *Exclusion*

*(4) In subsections (2) and (3), estimated revenues do not include revenues derivable or derived from,*

- a) arrears of taxes, fees or charges; or
  - b) a payment from a reserve fund of the municipality, whether or not the payment is for a capital purpose.
- 2009, c. 18, Sched. 18, s. 6(2).*

Fifty percent of the current year budgeted revenues, not including the exclusions is \$24,696,155. the requested \$6,000,000 represents about 1/4 of the \$24 million or 1 1/2 months of the annual budget.

### **Financial Implications**

There are no financial considerations currently, as there is no current need to borrow funds.

### **Policy Alignment**

The Municipal Act, 2001, requires such a by-law be in place in the event temporary borrowing is required to pay operating expenses before taxes are levied.

### **Alignment with 2023-2026 Strategic Priorities**

This report, which provides for a temporary borrowing by-law as required by the Municipal Act, 2001, aligns with sustainable financial management.

## **Conclusion**

The Temporary Borrowing By-law gives the Mayor and Treasurer the ability to borrow fund, if required, for operations until taxes are levied, in the event of cash flow issues.

Approved by:

Lynda Ferguson, Director of Finance & IT  
Services

Sandra MacDonald, City Manager

Status:

Approved - 27 Nov 2024

Approved - 28 Nov 2024



# Staff Report

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**Report To:** General Committee  
**Meeting Date:** December 4, 2024  
**Prepared By:** Lynda Ferguson, Director of Finance & IT Services  
**Report Number:** 2024-210  
**Subject:** Ontario Regulation 284/09 Budget Matters-Expenses

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## Recommendation

THAT Council adopt this report of expenses excluded from the 2025 Budget as a requirement of Ontario Regulation 284/09 passed under the Municipal Act, 2001.

## Background

All municipalities in the Province are required to follow the Public Sector Accounting Board, (PSAB) accounting standards. With the introduction of PSAB 3150 and 1250, the accounting for municipal transactions now includes accounting on a full accrual basis as well as reporting tangible capital assets. Although a requirement for financial reporting purposes, similar disclosure is not required for budgetary purposes.

Under Ontario Regulation 284/09 a municipality may exclude from the annual budget amounts for amortization, post-employment benefits and solid waste landfill closure and post-closure expenses. Ontario Regulation 284/09 also requires the municipality to report on the excluded expenses and adopt the report by resolution. The municipality must also show the estimated change in accumulated surplus from the exclusion as well as an analysis of the estimated impact of the exclusion on future tangible capital asset funding requirements.

## Analysis

The City of Brockville's 2025 proposed budget would exclude the following estimates:

Amortization expenses of	\$ 5,056,518
Future post-employment benefit expenses of	362,627
Landfill closure and post-closure costs of	\$ 35,000
The City's Accumulated Surplus would be impacted by	\$ 5,454,145

Amortization is a non-cash accounting entry to spread the cost of a tangible capital asset over the useful life of that asset. In theory, if Council were to include amortization into the budget, the funds could be put into a reserve for the eventual replacement of the asset. The amount accumulated, though, would be based upon the historical cost and not replacement cost due to the nature of amortization. Currently asset replacement is

planned and funded based upon asset life cycle, conditions of the assets, and available funding.

## **Financial Implications**

If the amounts for amortization, employee future post-employment benefits and landfill post closure costs were included in the 2025 budget, the operating budgets would be affected as follows:

General Operating	\$3,715,086
Water Operating	336,306
Wastewater Operating	<u>1,402,751</u>
Total	\$5,454,145

## **Policy Alignment**

In accordance with Ontario Regulation 284/09 Council must pass by resolution the exclusion of amortization, future post-employment benefit cost and landfill closure and post-closure costs from the annual budget.

## **Alignment with 2023-2026 Strategic Priorities**

The report, which provides for reporting expenses excluded from the 2025 Budget as a requirement of Ontario Regulation 284/09 passed under the Municipal Act, 2001, aligns with sustainable financial management.

## **Conclusion**

Regulation 284/09 requires that Council be made aware of certain future liabilities that if budgeted for would have a sizable impact on the City's annual budget and accumulated surplus. Council must adopt this report as acknowledgement of those future liabilities and the fact that they are excluded from the budget process.

Approved by:

Lynda Ferguson, Director of Finance & IT  
Services

Sandra MacDonald, City Manager

Status:

Approved - 27 Nov 2024

Approved - 28 Nov 2024



# **City of Brockville**

## **Railway Tunnel Committee**

### **Minutes**

**9:00 AM - Thursday, November 14, 2024**

City Hall, Council Chambers

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The Railway Tunnel Committee meeting was called to order on Thursday, November 14, 2024, at 9:00 AM, in the City Hall, Council Chambers, with the following present:

**Members**

Doug Grant, Lynne Houldsworth, Jack Kenny, Brian Porter,

**Present:**

George A. Smith, and Councillor Louise Severson

**Regrets:**

Carson Dowds and Lawrence Winfield Sifton

**Staff:**

Tara Laberee Bondi, Clerks Assistant and Chad Davis,  
Supervisor of Parks

### **Disclosure of Interest**

### **Chair's Remarks**

B. Porter welcomed everyone. He commented on the improved light show and said it was well received by visitors he toured through the tunnel. He was also pleased to see the hours extended due to the mild weather and hoped the committee would be notified of future changes to the schedule.

### **Adoption of the Minutes**

Moved by: D. Grant

Seconded by: J. Kenny

THAT the minutes of the Brockville Railway Tunnel Committee meeting dated July 11, 2024, be adopted as circulated.

**CARRIED**

### **New Business**

1. Extended Opening Hours

The Committee discussed the new extended hours for the tunnel and C. Davis explained the goal is to keep it open as long as weather and staffing permits. The Committee would like to see it opened on weekends as well. C. Davis said it could be a possibility in December when they have extra staff hired for rink maintenance.

Moved by: J. Kenny  
Seconded by: D. Grant

THAT the Committee recommends that the Brockville Railway Tunnel remain open until January 2<sup>nd</sup>, if weather conditions permit.

**CARRIED**

2. Tunnel Maintenance Funding

The Committee discussed the need for City staff to have access to funds to help with any repairs and ongoing maintenance for the tunnel.

Moved by: Councillor Severson  
Seconded by: J. Kenny

THAT the Committee recommends a three-to-five-year commitment of \$100,000 annually be budgeted for tunnel maintenance.

**CARRIED**

**Delegations/Presentations**

Nil.

**Correspondence & Communications**

Nil.

**Staff Reports**

1. 2024 Tunnel Season Update

C. Davis addressed the items on the list provided to members updating the status of 2024 projects as follows:

- Damaged kiosk - C. Davis has included the replacement of all 13 kiosks in the proposed capital budget project list for 2025. The new kiosk design will be better suited for the tunnel environment. The damaged kiosk will be the first to be replaced.
- Fire damage to south doors - B. Porter asked if the damage was extensive enough to warrant replacing the doors. C. Davis said the doors were already showing signs of deterioration and the fire increased the need to be replaced. The replacement of the doors at an estimated cost of \$20,000 has been added as a proposed budget item for 2025. C. Davis asked the Committee for their input on the design of the doors. Members were in favour of keeping the heritage design of the doors and wanted to know when the new ones would be installed. C. Davis told

the group it would depend on when the budget was approved. Police are still investigating the incident.

- Brush at north portal - The City is limited to only trimming overgrowth as a spray is not approved. J. Kenny noted there was improvement along the sides of the path, but more maintenance is still required. C. Davis said he would talk to the City arborist for any suggestions to limit growth.
- Donation box – As of November 14, 2024, \$11,256 has been collected in donations. D. Grant asked where the money is directed. C. Davis said it is used towards tunnel maintenance expenses.
- The visitor numbers are provided by the IT department using the new cameras. These cameras provide a more accurate reading than the previous counters. The tunnel averages 2000 visitors a month during the peak summer season.
- Capital Budget for 2025 - Items requested are: replacement tunnel doors, 13 power kiosks, a section of 56 lights with wiring, installation, and enablers. Estimated costs for 2025 if accepted would be \$185,000. The new light covers are not in the budget. J. Kenny asked for feedback on the new covers. C. Davis said it is still early however the results seem promising. Councillor Severson would like C. Davis to provide Council with an update on Tunnel operations and the new light covers.
- The Tunnel of Terror operated again this year during October. The City is expected to collect approximately \$12,000 in user fees for the rental. The committee discussed the impact of closing the tunnel for several weeks in October for the event.
- The only other tunnel rental during the season was for the Triathlon. The City received \$800 for the rental. L. Houldsworth said the Committee needs to look for new ways to get donations for the tunnel. The Committee discussed other users of the tunnel and area and whether fees need to be charged. J. Kenny asked if the Committee could receive an update from Tourism on tunnel promotion. T. Laberee Bondi will work with Tourism staff to provide the committee with the information.
- Tunnel generator - C. Davis said his team were surprised in the spring to find the generator had been damaged by mice over the winter. A rental generator was needed to allow the tunnel to remain open until repairs were completed. The cost of repairs, rental and ongoing rodent control was approximately \$23,000.
- New light fixtures - approximately \$400,000 was spent on new lights, wires, light covers, enablers, installation and programming in 2024.
- Power kiosks - Staff have a plan to replace each kiosk with a better, more resilient design to provide better protection for the electronics and easier access for repairs. The estimated cost is \$60,000 - \$70,000.

- Signs - three new signs were manufactured and installed at the North End of the tunnel for an approximate cost of \$2,000.

Moved by: D. Grant

Seconded by: L. Houldsworth

To end the Tunnel of Terror in order to allow the tunnel to remain open to the public.

**CARRIED**

2. 2025 Tunnel Projects

Capital Budget for 2025 - Items requested are: replacement tunnel doors, 13 power kiosks, a section of 56 lights with wiring, installation, and enablers. Estimated costs for 2025 if accepted would be \$185,000. The new light covers are not in the budget. J. Kenny asked for feedback on the new covers. C. Davis said it is still early however the results seem promising. Councillor Severson would like C. Davis to provide Council with an update on Tunnel operations and the new light covers.

Moved by: D. Grant

Seconded by: L. Houldsworth

To end the Tunnel of Terror in order to allow the tunnel to remain open to the public.

**CARRIED**

**Adjournment**

THAT the Brockville Railway Tunnel Committee be adjourned until its next regular meeting.

*Meeting adjourned at 10:34 am.*