

Minutes of a Regular Meeting of Council of the
Corporation of the Township of Pelee
held at the Royal Canadian Legion Hall
on March 9, 2016

Mayor: Richard Masse
Deputy Mayor: Dave DeLellis
Councillors: Darlene Wiper
Dayne Malloch
Absent: Pete Letkeman

Staff: Wayne Miller, CAO
Katrina DiGiovanni, Deputy Clerk
Michelle Feltz, Deputy Treasurer

Delegations: None

1.) Agenda

The agenda was presented for adoption, with two additions under correspondence, 7d) being a hunt certificate request from the Ruffled Grouse Society of Canada and 9c.) being recommendations from the drainage committee.

Moved by: Dave DeLellis

Seconded by: Darlene Wiper

2.) Minutes

a.) The minutes for the Regular Meeting of Council for February 10th were presented and adopted.

Moved by: Dayne Malloch

Seconded by: Darlene Wiper

Carried.

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3.) Disclosure of Pecuniary Interest

None

4.) Petitions and Delegations

a.) **None.**

5.) Old Business

None.

6.) New Business

a.) 2016 Draft Budget Overview

The CAO commented that this was an overview of the budget to outline the current constraints on the budget. The CAO asked the Deputy Treasurer to proceed with the presentation, and the initial assessment of capital items.

The Deputy Treasurer, Michelle Feltz, provided a draft overview of the 2016 operating budget and the preliminary capital budget. She began to outline the fiscal environment the township is currently in and how it will impact the budget. She then outlined how revenues have changed in relation to expenses since 2008 and concluded that they are beginning to come more in line and in a better position. The Deputy Treasurer stated that some reasons for improvement included better financial controls, efficiencies by staff, deduction in debt payments and tax rate increases to address property assessment reductions. The Deputy Treasurer then outlined the operating budget, and how revenues were distributed and stated that property taxation is critical at 60% of revenues and followed by user charges, with only 5% from local grants from the government.

The Deputy Treasurer continued the presentation with outlining the operating budget and room to fund capital expenses with a potential 2% tax rate increase. The CAO commented that in 2013 there was a deficit budgeted and commented that three years later there is additional money to be put towards capital. The Deputy Treasurer presented the capital request overview that came about after meeting with all department heads. She stated that managers have also forecasted capital needs over many years, to better plan for future budgets. The Deputy Treasurer highlighted areas of capital that were reasonable to fund this year, including vehicle replacements and public washroom upgrades. She then went on to highlight other medium and low priority capital costs due to the ability to fund them being more difficult. She then explained that drainage capital costs were budgeted separately and could be funded through user charges.

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She then proceeded to highlight how this capital could be funded, she commented that it could be funded through reserves, the operating budget surplus or long-term borrowing. The Deputy Treasurer continued to outline the potential for use of reserves from operations. She commented that currently there was just over \$20,000 as an operating budget surplus that should reasonably go towards funding capital.

The CAO continued with highlighting some of the expenses in different departments that have increased such as an increase in airport building and lot maintenance for fence repairs and gravel. The CAO then commented on the increased by-law fees due to user charges for trailers. The CAO continued to outline increases in expenses and revenues by departmental budget.

The CAO referred to the Transfer Station budget and stated that removal charges were higher due to a requirement from the Ministry of the Environment and Climate Change to remove debris in the yard waste area. He then commented on the Office budget, and commented on the suggested minimum of a 2% tax rate increase.

The CAO went on to the roads budget, and commented that dust suppressant and gravel costs are pretty significant, and suggested leaving money in reserves for upcoming projects. He commented that the future goal was to have reserves match the outstanding debt.

Councillor Malloch asked for a copy of last year's budget for comparison, the CAO stated that he would provide it to the councillors. The CAO commented that Council would need to decide what capital they want to budget for this year and stated that the next two meetings would include presentations from the managers for their capital costs.

b.) CAO's Report on 2016 Annual Repayment Limit

The CAO stated that every year the Ministry of Municipal Affairs & Housing calculates the debt repayment limit for each municipality, which has to be less than 25% of net revenues/fund revenues. The CAO commented that the ministry checks in to ensure that the limit is not being reached, and that 10% is the limit council has committed to. He outlined the limits used over the last few years and the reasons for fluctuations, and stated that if no more is borrowed the limit will drop to under 3% in 2018; he commented that there was still room for borrowing, but that there needs to be room for upcoming projects. The CAO stated that Council needs to ensure any borrowing is only for critical projects.

The following Resolution was passed:

Resolution 2016-22

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Moved by:

Dayne Malloch

Seconded by:

Dave DeLellis

“Be it Resolved that the Council of the Corporation of the Township of Pelee hereby accepts the CAO’s report on Annual Debt Repayment Limits and the Budget Overview”.

Carried.

c.) Source Protection Municipal Implementation Fund (SPMIF)

The CAO stated that a few months ago an agreement was signed with ERCA requiring inspections of fuel and brownfield sites to assess the potential of pollution of groundwater, and that the Ministry of the Environment was providing money in order to complete monitoring and testing. He stated that the township was eligible for funding because the required steps had be completed. The CAO stated that the money would be given to the township and the have to be paid to ERCA for the completed work at the end of March 2017.

The following Resolution was passed:

Resolution 2016-23

Moved by:

Dave DeLellis

Seconded by:

Darlene Wiper

“Be it Resolved that the Council of the Corporation of the Township of Pelee hereby accepts the recommendation of the CAO for the SPMIF grant program”.

Carried.

7.) Correspondence

a.) Niagara Peninsula Retriever Club Pheasant License Request

Councillor Malloch asked the Deputy Clerk how many licenses had been donated for this year, she responded donations were on track with 2015 and that one more license could be donated for 2016 to match last year’s totals. Mayor Masse suggested donating one license to the conservation officers and sending a letter of regret to the other two requesters. Council was in support.

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b.) Ontario Conservation Officers Assoc. Pheasant License Request

The following Resolution was passed:

Resolution 2016-24

Moved by:

Dayne Malloch

Seconded by:

Dave DeLellis

“Be it Resolved that the Council of the Corporation of the Township of Pelee hereby grants the Ontario Conservation Officers Association one pheasant hunt license for the 2016 hunt and that the other requests be denied and sent a letter of regret”.

Carried.

c.) 2016 Senior of the Year Award

The CAO commented that there was a chance to nominate a senior in the community for a senior of the year award. Council agreed to nominate Martha Krestel.

The following Resolution was passed:

Resolution 2016-25

Moved by:

Dave DeLellis

Seconded by:

Darlene Wiper

“Be it Resolved that the Council of the Corporation of the Township of Pelee hereby agrees to submit Martha Krestel’s name as a nominee for the Senior of the Year Award”.

Carried.

d.) Ruffled Grouse Society of Canada Pheasant License Request

Denied, as per above.

8.) Disbursements

Councillor Wiper asked about payment 702 to Fred Dean for a workshop, the Deputy Clerk

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responded that it was an 8 week training session for herself to be done online. Deputy Mayor DeLellis asked about payment 712 for a marriage workshop, the Deputy Clerk stated it was the official AMCTO course for performing marriage solemnizations.

The following resolution was passed:

Resolution 2016-26:

Moved By: *Dayne Malloch*

Seconded By: *Dave DeLellis*

“Be it Resolved that the Council of the Corporation of the Township of Pelee hereby resolves to pay disbursements as presented and attached in the amount of \$47,331.64”.

Carried.

9.) Boards and Committees

(a) Tourism Committee Minutes, Feb 24

The following Resolution was passed:

Resolution 2016-27

Moved by: *Dayne Malloch*

Seconded by: *Darlene Wiper*

“Be it Resolved that the Council of the Corporation of the Township of Pelee hereby accepts the Minutes from the February 24th, 2016 Tourism Committee Meeting”.

Carried.

(b) Tourism Committee 2016-2019 Marketing Plan

Shelly Seguin and Sherry Bondy were present from the Tourism Committee to present their proposed marketing and grant strategy.

Ms. Seguin stated that she was representing the tourism committee, and speaking on the proposed

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multiyear marketing plan that would be partially covered by RED grant funding, if successful, and contributions from Council. Ms. Seguin commented that they were asking for approximately \$15,000 from Council to proceed with their 2016 marketing plan, including a digital retargeting campaign, marketing a niche destination, banner display ads on mobile devices, as well as social media management. Ms. Seguin stated that the request from the committee to council regarding signage had already been considered. She also stated one of their goals would be to ensure that brochures are printed and distributed properly and also suggested the development of an app, in order to link brochures on a digital platform, and utilize the ferry ride as an opportunity to advertise the app and inform tourists. Ms. Seguin went on to further explain the committees intentions for 2016 including a website revamp, by working with the current website to take more of a tourism position on the homepage.

Ms. Seguin went on to explain future strategies from 2017 to 2019 if the RED grant funding was obtained, including mobile marketing, building a slogan and logo and improving the overall web identity, including developing a new separate website from the municipality, strictly focusing on tourism. Councillor Malloch stated concern over the potential of confusing visitors by continuing to use the www.pelee.org for 2016 and changing the website completely for 2017. Ms. Seguin stated that Councillor Malloch's concerns were valid, and that they would be addressed with more conversations with the committee. Deputy Mayor DeLellis stated that he didn't want to see a lot of money spent on web creation until it was decided on exactly what web presence would be the most effective.

Ms. Seguin went on to talk about marketing around the arrival of the new boat in 2018 and stated it was a good time to capitalize on the event and show Island pride, she commented they were hoping for radio advertising and a soft launch event with a cruise from Kingsville to Leamington for the media. Ms. Seguin commented on the importance of a long-term strategy to promote Pelee as an overall destination and spoke further on web exposure and marketing in 2018, focusing on online marketing campaigns for 6-7 months through the busy season.

Councillor Malloch asked about the lack of updates and presence online in the off-season because of the interest of visitors to search for and book places in the winter for their summer vacations. Mayor Masse responded that the committee was aware of the lack of funds for a year round presence. Councillor Malloch asked about further clarification on the RED grant, Mayor Masse responded that it was a competitive grant for economic development to be spent over three years; Councillor Malloch stated that the grant would be beneficial to advertise the Island. Discussion continued on the boat launch party, the grant and possibilities for shared funding for the boat launch.

Deputy Mayor DeLellis stated concerns over where the rest of the money was coming from for the launch of the boat and suggested addressing this concern at tomorrow's meeting with other stakeholders. Councillor Malloch stated that the new boat was a huge benefit to the Island, but

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the marketing expenses were quite large for targeting a two day event. Mayor Masse stated that the conversation was just beginning and the full cost and sharing had not yet been determined. Discussion continued on events surrounding the boat launch, questions about sharing costs and how to draw attention to Pelee through this launch.

Ms. Seguin stated that if approval was given in principle for the 2016 contribution of \$15,000 and support of the grant, then the committee would be able to continue to work on the grant and future plans. Deputy Mayor DeLellis suggested having one application for the boat launch and one application for the marketing plan. Mayor Masse stated that they would go back to committee and have further discussions before coming back to council with the exact requests to include in the grant. Discussion continued on the grant process and availability.

The CAO suggested that if this request for 2016 contributions was granted, than the businesses benefitting from more advertising should help fund the initiative. Ms. Seguin commented that conversations had started regarding this suggestion. Deputy Mayor DeLellis asked how other local initiatives were funded in the county, the CAO responded that it was done through the formation of a BIA (Business Improvement Association). Sherry Bondy commented on a pay to play program and the need to educate businesses on the plan to have them contribute to the initiative.

Mayor Masse stated that the committee was waiting to move forward on actionable items and that the more the decision was delayed the more behind on the plan the committee would become, Mayor Masse stated that the committee was asking for a monetary commitment for 2016 and support in applying for the grant. Councillor Malloch stated he believed this was important and supported the request in principle, and that the monetary request be worked out through the budget process.

Mayor Masse stated that Council could support the concept with the understanding that there are limitations to the budget and the potential for upper level government funding. Mayor Masse commented that it was important for the community to make an effort to promote the Island, and that the businesses benefitting should share in the cost. He further stated that if the plan doesn't work then the program would have to be reinvestigated. Council discussion continued on the support of the request for 2016; Deputy Mayor DeLellis agreed that this plan should be supported and contributions given to the Tourism Committee for 2016 marketing, he further stated that the operating budget surplus didn't have to be put strictly towards capital and could go towards funding the committee's request.

The following Resolution was passed:

Resolution 2016-28

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Moved by:

Dave DeLellis

Seconded by:

Dayne Malloch

“Be it Resolved that the Council of the Corporation of the Township of Pelee hereby accepts the Marketing Proposal as presented by the Tourism Committee in principle and further that the township move forward with the 2016 campaign contribution and further that a public meeting be held to educate business owners”.

Carried.

c.) Drainage Committee Recommendations

Deputy Mayor DeLellis stated that drainage committee met this afternoon and commented that the south pump was slated to be replaced and that the Small Communities Fund grant was obtained for 2/3 coverage of the project. He further stated that one of the north pumps was currently out of service and it would have to be pulled to assess the damage. Deputy Mayor DeLellis stated that the Drainage Superintendent, Wray Ramsay would look at the outlet at round marsh and get tenders prepared for the decommissioning of the pump station, as well as work that needed to be done to clear drains. The CAO commented that four of the committee’s recommendations were covered by the grant and that the north pump work needed to be completed.

The following Resolution was passed:

Resolution 2016-29

Moved by:

Dayne Malloch

Seconded by:

Darlene Wiper

“Be it Resolved that the Council of the Corporation of the Township of Pelee hereby adopts the recommendations from the March 9th, 2016 minutes from the Drainage Committee”.

Carried.

10.) Councillor and Miscellaneous Reports

None.

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11.) In Camera

None.

12.) By-Laws

a.) By-Law 2016-07; Being a By-Law to enter into an Agreement for the SPMIF Application

The following Resolution was passed:

Resolution 2016-30

Moved by:

Dave DeLellis

Seconded by:

Dayne Malloch

“Be it Resolved that the Council of the Corporation of the Township of Pelee hereby adopts By-Law 2016-07 being a By-Law to enter into an agreement for the Source Protection Municipal Implementation Fund”.

Carried.

b.) By-Law 2016-08; Being a By-Law to Confirm Proceedings

The following Resolution was passed:

Resolution 2016-31

Moved by:

Dayne Malloch

Seconded by:

Dave DeLellis

“Be it Resolved that the Council of the Corporation of the Township of Pelee hereby adopts By-Law 2016-08 being a By-Law to Confirm Proceedings of this March 9th meeting”.

Carried.

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Rick Masse
Mayor

Wayne Miller
Chief Administrative Officer