

Report to Council

Report Title:	Walkerton 2020 Commemoration		
Prepared By:	Paulette Peirol, Community Development Coordinator, and Sonya Watson, Chief Administrative Officer		
Department:	Economic Development		
Date:	October 29, 2019		
Report Number:	ED2019-11	File Number:	C11ED
Attachments:	N/A		

Recommendation:

That the Council of the Municipality of Brockton hereby accepts Report Number ED2019-11 - Walkerton 2020 Commemoration, prepared by Paulette Peirol, Community Development Coordinator, and Sonya Watson, Chief Administrative Officer, and in doing so endorses the formation of a committee to acknowledge and commemorate the 20th anniversary of the Walkerton e-coli tragedy of May 2000.

Report:

Background:

The 20th anniversary of the Walkerton water tragedy is quickly approaching and community members have expressed an interest in commemorating the events of May 2000 and highlighting Walkerton's role in the significant achievements that have been made towards improving water quality throughout the province since that time.

Members of several Council committees have noted the coming anniversary, looking for ways to mark the event. Brockton's Economic Development Committee supports the formation of a committee devoted to supporting Walkerton 2020 and the Municipality's goal of recognizing the anniversary, strategically planning activities and communications in advance.

When people think of Walkerton, they think of water. Our reputation is inextricably tied to the water tragedy of May 2000. That's a dated perception, of course, but we are in fact very much about water. We're at the forefront of research, development and training in ensuring clean water for the province's 14.5-million residents, through hosting the Walkerton Clean Water Centre. Water is essential to many of our tourism and recreational assets, including kayaking, canoeing, and fishing on the Saugeen River. Our farmers depend on our watershed for the crops and livestock that feed us. And our region is home to the largest forested wetland in Ontario, a fascinating ecosystem within the Greenock Swamp. Walkerton is all about Clean Water Living; it is our brand.

Analysis:

Staff recommend a proactive, co-ordinated approach to addressing the 20th anniversary of the water tragedy. We view it as an opportunity to tell Walkerton's story, including our successes, anticipating that media will mark the date. We have much to celebrate, while acknowledging that for some, the pain will never end. What we once took for granted as a First World nation, we never again will. The narrative has forever changed.

The Walkerton 2020 Project has several goals:

- Honour the victims of the water crisis and their families. No-one in our community was left untouched, and we recognize that many continue to suffer today.
- Investigate a possible legacy fund or scholarship for a Brockton student to pursue a career in clean water management.
- Celebrate Walkerton's achievements and promote our Clean Water Living brand
- Shine a light on the Walkerton Clean Water Centre, which is actively training thousands of water operators each year and safeguarding drinking water for all of Ontario.

The Walkerton 2020 committee will determine the best ways to achieve these goals, but it's anticipated that at least two public events will be organized, including tours of the WCWC. Staff are working on a communications plan with e-Solutions Group that will assist us in our Walkerton 2020 efforts.

Brockton staff will oversee the new committee, which will seek input from the broader community.

Sustainability Checklist:

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

- | | |
|---|-----|
| • Do the recommendations help move the Municipality closer to its Vision? | Yes |
| • Do the recommendations contribute to achieving Cultural Vibrancy? | Yes |
| • Do the recommendations contribute to achieving Economic Prosperity? | Yes |
| • Do the recommendations contribute to Environmental Integrity? | N/A |
| • Do the recommendations contribute to the Social Equity? | N/A |

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

Funding for the communications strategy portion of this project is provided for in Brockton's general government budget for 2019 and as part of the larger Brockton communications strategy. Staff will investigate possible grant opportunities for the commemorative event.

Reviewed By:

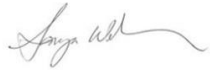


Trish Serratore, Chief Financial Officer

Respectfully Submitted by:

A handwritten signature in cursive script that reads "Paulette Peirol".

Paulette Peirol, Community Development Coordinator

A handwritten signature in cursive script that reads "Sonya Watson".

Sonya Watson, Chief Administrative Officer