

Report to Council

Report Title: Walkerton 2020 Commemoration Update

Prepared By: Paulette Peirol, Community Development Coordinator

Department: Economic Development

Date: March 10, 2020

Report Number: ED2020-02 **File Number:** C11ED

Attachments:

Recommendation:

That the Council of the Municipality of Brockton hereby accepts Report Number ED2020-02 - Walkerton 2020 Commemoration Update, prepared by Paulette Peirol, Community Development Coordinator, for information purposes.

Report:

Background:

May of 2020 will mark the 20th anniversary of the e-Coli tragedy in Walkerton, and the municipality is planning a commemorative event to mark the occasion, with input from the community through the Ad Hoc Walkerton 2020 Committee. The advisory group, led by Mayor Chris Peabody, has met three times to provide input on the event itself and communications with stakeholders, the media, and the broader community. Brockton staff have also been working with a consultant, eSolutions, to develop a full communications strategy around the events of May 2000, the town's resilience, and our significant achievements since that time.

Analysis:

"Walkerton 2020: Resilience. Innovation. Community" will take place on Saturday, May 9, 2020 from 10:30 a.m. to Noon at the Walkerton Heritage Water Garden. The ceremony will strike a balance between honouring those in the community who were impacted by the water crisis and recognizing the breakthroughs that Brockton has made in safe drinking water across Ontario.

It will include presentations and announcements from dignitaries, the Mayor, people who were involved in the e-coli crisis, spiritual leaders, and the CEO of the Walkerton Clean Water Centre. The commemorative event will be an opportunity to foster deep community pride in what we've accomplished in 20 years, and are continuing to achieve. It will be followed by a family luncheon at the Heritage Water Garden, sponsored jointly by local service clubs. In the afternoon, from 1:00 to 3:00 p.m. the Walkerton Clean Water Centre will open its doors to the public and host tours.

Staff are investigating a new fund to encourage our youth to pursue careers in clean water management or environmental studies. Further updates will be provided to council.

Our emcee for the day will be Walkerton resident Joe Rys, a well-known speaker and community leader.

A communications plan has been developed that will include social media posts, a web page, video, answers to Frequently Asked Questions (FAQs), media advisories, briefing notes and other means of ensuring that our key messages about the water crisis and Brockton are heard.

Sustainability Checklist:

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

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| • 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? | Yes |
| • Do the recommendations contribute to the Social Equity? | N/A |

Financial Impacts/Source of Funding:

Council has budgeted \$25,000 for the Brockton Communications Strategy and Walkerton 2020 event.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Paulette Peirol, Community Development Coordinator

Reviewed By:



Sonya Watson, Chief Administrative Officer