



The Corporation of the Municipality of Brockton

Special Council Meeting Minutes (Strategic Action Plan)

Wednesday, February 24, 2021, 1:30 p.m.
Electronic Meeting

Council Present: Chris Peabody, Mayor
Dan Gieruszak, Deputy Mayor
Tim Elphick, Councillor
Kym Hutcheon, Councillor
Dean Leifso, Councillor

Council Absent: Steve Adams, Councillor
James Lang, Councillor

Staff Present: Sonya Watson, Chief Administrative Officer
Fiona Hamilton, Clerk
Trish Serratore, Chief Financial Officer
Cally Mann, Municipal Executive Coordinator
Sharon Bross, Brockton Child Care Centre Supervisor
Mark Coleman, Director of Community Services
Gregory Furtney, Director of Operations
John Strader, Roads Supervisor
Chris Wells, Director of Fire and Emergency Services
Dieter Weltz, Building and Planning Manager

1. Acceptance of Special Council Agenda

Resolution 21-07-01

Moved By: Tim Elphick

Seconded By: Dean Leifso

That the Council of the Municipality of Brockton accept the Agenda for the Special Council Meeting on February 24, 2021 as presented.

Carried

2. Declaration of Pecuniary Interest and General Nature Thereof

3. Delegations

3.1 Bill Winegard and Associates - Brockton Strategic Action Plan Visioning Session and Introductory Workshop

Bill Winegard provided an introduction to Council and staff on his education and background, and reviewed the purpose of the Strategic Action Plan Workshops. Mr. Winegard explained the goal of the Strategic Action Plan and the responsibilities of himself as the Consultant, staff, and Council in implementing the plan, and the benefit it will provide to Brockton's community.

Mr. Winegard reviewed the proposed time lines for the plan, including considering feedback received from previous plans and reports, community and

stakeholder feedback, and future long-term planning. Mr. Winegard discussed the development of the plan which would incorporate the former four pillars from the 2013 Sustainable Strategic Plan, with updated broad goals, strategic direction, and specific initiatives to achieve between 2021-2025. Mr. Winegard further summarized the work that would need to be completed from both the community and Municipality in order to create and implement the new Strategic Action Plan.

Mr. Winegard further reviewed the timeline for the Strategic Action Planning process, advising that the public consultation surveys would occur in March, followed by survey analysis and additional workshops in April, focus groups in May and June, with a full draft of the Action Plan prepared in June for consideration. Mr. Winegard advised that as part of the plan, a separate Action Plan would be developed for the Economic Development, which would also involve input from the business community and several stakeholders.

Mr. Winegard reviewed the 2013 Sustainable Strategic Plan, summarizing the four main pillars/strategies from the 2013 Sustainable Strategic Plan of Cultural Vibrancy, Economic Development, Environmental Integrity and Quality of Life, which will be incorporated during the new Strategic Action Plan; however specific goals and objectives may be amended or updated.

4. Business for Which the Meeting Was Called

4.1 Brockton Strategic Action Plan 2025 Update

Resolution 21-07-02

Moved By: Dan Gieruszak

Seconded By: Dean Leifso

That the Council of the Municipality of Brockton hereby receives Report Number CAO2021-03 - Brockton Strategic Action Plan 2025 Update, prepared by Sonya Watson, Chief Administrative Officer for information purposes.

Carried

4.2 Discussion on Strategic Action Plan 2025

Bill Winegard reviewed the main four pillars, inquiring Council and staff's opinions on each section, suggesting identifying past and present successes and challenges, and plans for the future, including the effects of external factors.

Council noted that the 2022 Election may change the composition of Council and affect the implementation of the Strategic Plan if the new term of Council identified new priorities as a result of canvassing constituents. Sonya Watson, CAO advised that the plan would be based on the feedback received from residents and the community of Brockton, which should not change drastically in the next five years. Ms. Watson confirmed that the plan would be reviewed and monitored to track the on-going implementation.

Cultural Vibrancy

Council noted the external factors of the COVID-19 pandemic, and residential influx in larger cities which may result in a demand on smaller communities to provide additional events and experiences. Council noted the strain on volunteers to run events, and the challenges of volunteer burn-out, and preference to develop a strategy for increased volunteerism, including evaluating the changing demographics.

Council discussed successful cultural events in Brockton, such as the Dirt Pigs Tournament, and advocated for encouraging events and volunteerism in

Brockton's smaller hamlets and villages. Council noted the importance of communication and collaboration with volunteers, service clubs, and committees, including providing updated information on appropriate processes and procedures.

Council voiced the importance of the Victoria Jubilee Hall.

Sonya Watson, Chief Administrative Officer, cautioned that many historic buildings require maintenance, and plans for sustainability. Council advocated to monitor and plan ahead for infrastructure maintenance, and future builds that still accommodate events.

Heritage Preservation

Council advised that the Brockton Heritage Committee remains active in the community, and offers a grant/loan program for heritage buildings. Council noted that the Committee is planning for archival storage and a display of heritage items, and have participated in Doors Open events which have been successful. External threats include the former Walkerton Jail and Walkerton Courthouse which are both owned by the County of Bruce.

Fiona Hamilton, Clerk mentioned the success of the Juried Art Show, and the challenge of available space to use for cultural purposes. Ms. Hamilton suggested the opportunity to use new or electronic/digitized methods to display cultural artifacts or artwork to combat the challenge of available physical locations.

Council suggested that due to the changing demographics, there may be increased demand for arts and culture, and advised that supports or personnel resources may be required to provide the services, and coordinate the programs.

Council noted the differing interpretations of art and suggested that the definition be expanded.

Economic Development

Council discussed the lack of affordable/attainable housing, and transportation which both pose a challenge. Council advocated further promotion of agri-business, and expanding the community improvement program. It was noted that land use planning and zoning requirements should be reviewed when planning for future development.

Sonya Watson, CAO agreed with Mr. Winegard that Brockton has seen an increase in residents relocating to Brockton from larger cities for improved quality of life and business opportunities. Ms. Watson advised that the plan can assist in promoting this matter. Council discussed the need for increased broadband access to accommodate residential growth, and noted that the Municipality has begun the progress with partners.

Council noted that the East Ridge Business Park has been an asset for the Municipality, yet has reached full capacity, and providing additional available land for business expansion must be addressed.

Sonya Watson, CAO responded to an inquiry on the impact of Bruce Power, which has benefited the community, and affected manufacturing and the labour market in Brockton. Ms. Watson noted the importance of Bruce Power as a local employer that has supported and sparked growth in the area. There are labour shortages as a result to certain business sectors that will need to be addressed.

Agricultural Economy

Council discussed additional ways to support the agricultural community, including improving infrastructure, providing increased broadband access, and support for natural gas. Council further referenced the increased municipal drains that have been created in recent years which benefit farmers. Sonya Watson, CAO advised that the Community Improvement Plan is being reviewed with an intention to focus on the agricultural community, and provide incentive programs to support and benefit farmers. The County of Bruce also completed a Business Retention and Expansion Plan to support agricultural producers which the Municipality participated in.

Tourism

Sonya Watson, CAO advised that the Municipality and Saugeen Valley Conservation Authority continue to monitor, evaluate, and manage increased tourism along the Saugeen River which has seen increased engagement in recent years for tubing and kayaking. Council suggested specifically defining tourism, and compiling details on goals, objectives, and maintenance of tourism, as well as how to mitigate negative effects of increased tourism. Mark Coleman, Director of Community Services discussed the different types of tourism, and their potential, advising the importance of planning ahead, especially in terms of infrastructure, prior to marketing and promoting the assets.

Environmental Integrity

Council discussed the importance of the Greenock Swamp, and the balance that must be struck in promoting environmental assets, while also maintaining their protection.

Land Use Planning

Council suggested lobbying the County of Bruce and Provincial Government to allow the Municipality to expand development in the hamlets, and within Walkerton. Council further discussed the ongoing challenge of balancing agricultural and urban/industrial lands. Council noted the importance of monitoring demographics of Brockton's growing community.

Fiona Hamilton, Clerk suggested that Council explore further tools such as community benefit charges to pay for infrastructure needs.

Council noted the need to plan for Walkerton's water supply which was addressed in a 2002-2003 Environmental Assessment, particularly as Walkerton continues to see increased residential growth.

Sonya Watson, CAO suggested that the Strategic Plan also provide guidance on the types of housing preferred in the community to assist in responding to developer inquiries.

Mark Coleman, Director of Community Services provided information on green corridors and/or connecting trails which are preferred to traditional neighbourhood or community parks.

Bill Winegard responded to questions from Council on the purpose of the Strategic Plan in comparison to data collected from previous plans and reports.

Quality of Life

Sonya Watson, CAO suggested that the Plan include the need for analyzing e-services and providing different, effective, and accessible services for easier and

faster access. Fiona Hamilton, Clerk noted the opportunity to incorporate the Community Safety and Well-Being Plan which was created by Bruce and Grey County Municipalities, and the Municipal Innovation Council and other strategic partnerships to achieve better service for residents.

Council discussed the Brockton and Area Family Health Team, and Physician Recruitment and Retention Committee, and the role that the local hospital would play as technology evolves to ensure the health and safety of the community. Council also advised that long-term planning would be required to accommodate population growth and increased doctors since the clinic was built 10-15 years ago, and additional space is required.

Council identified the challenge of providing accessible transportation, pointing to the arrangement with the Saugeen Mobility and Regional Transit (SMART) and the need to consider long-term planning for child care services and the partnership between the Brockton Child Care Centre and the various school boards.

Concluding Comments

Mr. Winegard informed Council that the next meeting on March 2, 2021 will focus on the content of the survey, and ask Council to identify the specific questions that should be included to receive desired results, and issues to keep in mind in comparison to past surveys and projects completed by the Municipality. Mr. Winegard will also provide a quick summary of the February 24, 2021 meeting.

5. Confirmation of Proceedings

Resolution 21-07-03

Moved By: Kym Hutcheon

Seconded By: Tim Elphick

That the Council of the Municipality of Brockton authorize that the following by-law be read, enacted, signed, sealed, and numbered as follows:

- By-Law 2021-023 - February 24, 2021 Confirmatory By-Law

Carried

6. Adjournment

Resolution 21-07-04

Moved By: Dean Leifso

Seconded By: Dan Gieruszek

That the Council of the Municipality of Brockton does now adjourn at 3:33 p.m. to meet again on March 2, 2021 at 9:30 a.m. for another Special Council Meeting on the Strategic Action Plan.

Carried

Mayor - Chris Peabody

Clerk – Fiona Hamilton