



The Corporation of the Municipality of Brockton

Special Council Meeting Minutes (Strategic Action Plan)

Tuesday, May 18, 2021, 9:30 a.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
Paulette Peirol, Community Development Coordinator
Sharon Bross, Brockton Child Care Centre Supervisor
Gregory Furtney, Director of Operations
Mark Coleman, Director of Community Services
Chris Wells, Director of Fire and Emergency Services
Dieter Weltz, Building and Planning Manager

1. Acceptance of Special Council Agenda

Resolution 21-16-01

Moved By: Kym Hutcheon

Seconded By: Tim Elphick

That the Council of the Municipality of Brockton accept the Agenda for the Special Council Meeting on May 18, 2021 as presented.

Carried

2. Declaration of Pecuniary Interest and General Nature Thereof

None disclosed.

3. Delegations

3.1 Bill Winegard and Associates - Brockton Strategic Action Plan

Bill Winegard provided a summary of the goal for the end of the Strategic Planning Session. Mr. Winegard referred to the material and survey results that were provided to Council.

Mr. Winegard initiated the session by discussing the random household survey results and described how the random households were chosen. Mr. Winegard reviewed the survey information, noting that a high portion of the population would be seeking high density housing in the next few years.

The open survey allowed any individual to participate. The results of the open survey tended to be a slightly younger generation. The open survey group noted a preference to receive information through the Brockton Buzz.

Municipal staff responded to questions from Council about the approximate values that were assigned to each potential additional items. Mark Coleman, Director of Community Services, responded to questions from Council and confirmed that the numbers that were presented to the residents came directly from the Pinchin Group assessment on the Walkerton Community Centre.

Mr. Winegard reviewed the responses to the survey and identified the areas where the results across all three surveys were consistent with one another, such as the type of programming in the hamlets that residents support and the need for more affordable housing.

Mr. Winegard noted the clear trend to support roads and infrastructure needs, initiatives to support physician recruitment and medical services, and emergency services. The areas that Brockton could improve upon included affordable housing and programming for seniors and youth in the hamlets.

Mr. Winegard reviewed the business survey in less detail given the smaller sample size, but highlighted the initiatives that did not receive strong support.

Councillor Elphick departed the meeting at 10:18 a.m.

4. Business for Which the Meeting Was Called

4.1 Discussion on Strategic Action Plan 2025

Council began discussing the pillars from the previous Strategic Plan and identified actions that could be implemented under the four pillars of Culture and Heritage, Quality of Life, Environment and Planning, and Economic Development.

Culture and Heritage Action Items:

Council advocated for the importance of displaying historical archives, including the suggestion to incorporate archives within a new Municipal Complex. Council also noted the importance of long-term planning for historical archives, and ways to show-case current artifacts to the public. Council further suggested hosting a ceremony for property owners of heritage buildings to recognize their efforts in maintaining the buildings and further promoting Brockton's history.

Council further suggested continuing to support the Victoria Jubilee Hall and ensuring that cultural events are hosted throughout the hamlet communities. It was noted that the review of the Community Improvement Plan could assist in developing the hamlets. Council discussed the value of community volunteers in organizing such events, and noted the benefit of volunteer management and event coordination to provide additional support to community groups, and advocated for continued promotion of all events. Council discussed the opportunity of expanding the Art Show, and developing plans for the Durham Street Park as a community gathering location. Council discussed the benefits of having a welcome booklet for new residents. Council discussed the effects of developmental growth on the community, including ensuring there is a diversity of activities to participate in for a wide variety of age groups.

Councillor Elphick returned at 10:34 a.m.

Quality of Life:

Council discussed the new Recreational Centre, and the benefit of defining which amenities should be included within the facility, as well as funding or grants that may be available during development. It was also suggested that Child Care services be considered as a future inclusion within the consideration of a Municipal Complex in order to continue to meet demands and residential growth.

Council discussed further promoting Brockton's trails, and bringing visibility to existing services in the community.

The effect development would have on the community, including the walkability of services, and lack of playground equipment in different areas of town was also highlighted as a concern. The lifecycle of equipment was further discussed as an important consideration for asset management. Council advocated for additional programming in rural communities, and ensuring that demographics are studied in order to better serve the community and offer programming for a diversity of ages.

Council discussed the impact of emergency services, and the public perceptions around policing, noting the difference in rural and urban needs, and suggested that the Municipality better understand the community's expectations for service and/or commitment requested.

Council summarized the physician recruitment efforts, including incentive programs and ensuring physicians receive fair compensation when being attracted to the community.

It was also noted by Sonya Watson, Chief Administrative Officer, that the Brockton Regional Fire Training Centre would be developed, and the Recreation Master Plan is currently under review which can assist with addressing some objectives.

Environment and Planning:

Council suggested further exploring waste diversion opportunities, including the availability for programming offered in cities, such as green bins, in order to divert waste from our landfills.

Council noted the importance of reviewing the Official Plan at the Saugeen Municipal Airport to allow for expanded services such as businesses and residential home hangars.

Council discussed the demand for affordable housing and advocated that the definition be further examined to provide clarity. Council further noted the impact on agricultural properties, sizing of hobby lots in rural communities, advocating for development within the hamlets, and the suggestion of building apartments in the downtown core to assist with walkability and help lower income individuals.

It was noted that the County of Bruce is currently reviewing their Official Plan which will assist with long-term planning. Council discussed expanding the relationship with developers and the County of Bruce in order to obtain feedback, promote growth, and find efficiencies.

The lack of transportation opportunities in the community was also highlighted as an important issue facing Brockton residents.

Economic Development:

Council again advocated for affordable housing needs, and developing the Saugeen Municipal Airport.

Council discussed the importance of preserving the downtown core, including supporting downtown businesses, and encouraging foot traffic or shared promotions with the East Ridge Business Park to continue its growth and development as well.

Council noted the importance of attracting newcomers and maintaining a diverse community.

Council further discussed incentives, and ensuring that the Municipality understands the services we can offer and which are truly effective, advocating for the importance of benchmarking and performance measuring. Council also noted that the analytics would also assist in determining staffing needs and requests from the community. It was also noted that Federal and Provincial funding opportunities could be explored further.

Mr. Winegard informed Council that the action items would be summarized and brought forward to the next meeting to finalize the goals of the Strategic Plan, and explained the next steps involved in the process, including the involvement of focus groups, and requirements involved in implementing the goals.

5. Confirmation of Proceedings

5.1 By-Law 2021-074 - May 18, 2021 Confirmatory By-Law

Council adjourned the meeting and deferred the enactment of the Confirmatory By-Law to the next Council Meeting on May 25, 2021.

6. Adjournment

Resolution 21-16-02

Moved By: Tim Elphick

Seconded By: Dan Gieruszek

That the Council of the Municipality of Brockton does now adjourn at 11:28 a.m. to meet again on May 25, 2021.

Carried

Mayor - Chris Peabody

Clerk – Fiona Hamilton