



## The Corporation of the County of Bruce

### Agriculture, Tourism and Planning Committee

#### Minutes

April 17, 2014

9:30 a.m.

Council Chambers  
Walkerton, Ontario

**Present:** Warden John Close  
Councillors Larry Kraemer, (Chair), Paul Eagleson, Bill Goetz,  
David Inglis, Milt McIver, Mike Smith and Mitch Twolan

**Staff:** Kelley Coulter, Chief Administrative Officer  
Darlene Batte, Administrative Assistant  
Kimberley Clarke, Tourism Manager  
Heather James, Staff Planner  
Brian Knox, Engineer  
Chris LaForest, Director of Planning  
David Smith, Senior Planner

#### 1. Pecuniary Interest

There were no declarations of pecuniary interest.

#### 2. Information Items

The following reports were received for information:

- County Application to Amend Open Space (OS) Zone in the Town of South Bruce Peninsula By-Law Number 122-2009
- Organizations and Societies Grants
- Roadtrippers Memorandum of Understanding
- Issue Number 4 - Transportation

### **3. Public Meetings**

#### **A. Bruce County Official Plan Amendment No. 185**

The Chair opened the Public Meeting and indicated that a presentation would be made by Heather James, Staff Planner. He further indicated that after the presentation, any members of the public could speak in favor of or in opposition to the amendment.

Mr. Ron Davidson, Consultant to the applicant addressed the Committee in support of the application.

**Moved by Councillor Mike Smith  
Seconded by Councillor David Inglis**

**That Bruce County Official Plan Amendment Number 185-14-06 for lands described as Part Lot 33, Concession A and Part of Road Allowance (geographic Township of Culross), Municipality of South Bruce, be approved.**

**Carried**

#### **B. Bruce County Official Plan Amendment No. 186**

The Chair opened the Public Meeting and indicated that a presentation would be made by the Director, Mr. Chris LaForest. He further indicated that after the presentation, any members of the public could speak in favor of or in opposition to the amendment.

The applicant, Mr. Doug Stemmler addressed the Committee in support of the application.

**Moved by Councillor Bill Goetz  
Seconded by Councillor Mitch Twolan**

**That Bruce County Official Plan Amendment No. 186-14.44 for lands described as part Lot 12, Concession 4, Town of Saugeen Shores (geographic Township of Saugeen), be approved.**

**Carried**

#### **4. Rural Economic Development Program**

In September 2013, staff brought forward a report to the Committee that requested the authorization to apply to the Rural Economic Development (RED) fund for Spruce the Bruce. In February, we learned that we had been successful in that application although at that point it was still confidential. As of last Thursday, the Province publicly announced the funding for these two projects as well as several others in Bruce County.

#### **Rural Business Recruitment and Enhancement Strategy**

The Municipality of Kincardine and the Town of South Bruce Peninsula will be participating in the project. Phase 1 will begin with data collection and analysis of the downtown economies of Wiarton and Kincardine, including visitor needs, spending patterns and trends. Staff will work with the Treasury department to develop an RFP process to secure a contractor to collect and analyze the data.

Phase 2 will consist of developing the Strategic Business Recruitment and Enhancement Tools. Phase 3 is informing and educating others on the study's findings and the benefits of evidence based strategic planning.

Total Grant Request \$155,000  
County Contribution \$47,500  
Municipal Contribution \$30,000  
RED Contribution \$77,500

#### **Destination Downtown: Brand Development Project**

The Municipalities of Kincardine, Saugeen Shores, and Northern Bruce Peninsula and the Town of South Bruce Peninsula will be participating in the Brand Development Project.

This Project will have 3 Phases which include 1) Education awareness; 2) Brand based Marketing Plan & Campaign Development; and 3) the implementation of created Collateral. These three sections will be part of a coordinated approach to marketing Bruce County downtowns as distinct destinations.

Total Grant Request \$190,000  
County Contribution \$55,000  
Municipal Contribution \$40,000  
RED Contribution \$95,000

**Moved by Warden John Close  
Seconded by Councillor Mitch Twolan**

**That a by-law be introduced authorizing the execution of an agreement between the Corporation of the County of Bruce and Her Majesty the Queen in right of Ontario as represented by the Minister of Rural Affairs; and,**

**That this agreement be executed by the Director of Planning and the Agriculture, Tourism and Planning Committee Chair.**

**Carried**

**5. Recess**

**Moved by Councillor Milt McIver  
Seconded by Warden John Close**

**That the Agriculture, Tourism and Planning Committee recess at 10:35 a.m.**

**Carried**

The Committee reconvened at 11:00 a.m.

**6. Delegation**

Cherie-Lee Fletsch, Environmental Co-ordinator, Bruce Power made a presentation to the Committee on a study undertaken regarding Shoreline Fouling / Algae in the Point Clarke and Inverhuron areas.

**7. Next Meeting**

The next meeting of the Agriculture, Tourism and Planning Committee will take place on Thursday, May 15, 2014 in the Council Chambers, County Administration Centre, Walkerton, Ontario.

**8. Adjournment**

**Moved by Councillor Milt McIver  
Seconded by Councillor Mitch Twolan**

**That the meeting of the Agriculture, Tourism and Planning Committee adjourn at 11:35 a.m.**

**Carried**

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**Councillor Larry Kraemer, Chair  
Agriculture, Tourism and Planning Committee**