



**Policy Review Committee Action Report
for March 22nd, 2011 held in the
Council Chambers Immediately following Council**

PRESENT: Mayor LeBlanc, Deputy-Mayor Sonnenburg, Councillor Antonakos, Councillor Flynn, Councillor Black, Councillor Strike, Manda Blakeley, Promotions Coordinator, Duncan Rogers, Clerk, Paul Knowles, Chief Administrative Officer

- 1) **DECLARATION OF PECUNIARY INTEREST** - now or anytime during the meeting
- 2) **REGISTRATION OF PUBLIC WISHING TO SPEAK** - with the secretary
- 3) **PLEASE TURN OFF ALL CELL PHONES AND PAGERS**
- 4) **Communication 122135 is a closed meeting**
- 5) **If there is an addendum, in accordance with Section 15.2.4 (of Striking Report) does the committee wish to approve this addendum?**

TO BE DISCUSSED

122061 Received from Paul Knowles, Chief Administrative Officer
Addressed to Policy Review Committee
Date December 22nd, 2010
Topic Corporate Communications Plan

SUMMARY

Earlier, staff prepared a Corporate Communications Plan. The plan should be updated and expanded with emphasis on the web page and include a plan for webcasting meetings and participating in social media.

In 2010, the Town participated in a joint tender with a number of other municipalities for regular print advertising (Municipal Matters). The new contract reduced costs and is for four years ending in July 2014.

UPDATE1

As directed by Community Issues Committee, staff have been investigating various aspects for a Corporate Communication Strategy:

WIFI Access for the Public

WIFI access is currently available to the public in the Town Hall, the Library and the Arena. It could also be provided at the Pool at a cost of approximately \$1000 Per year.

Webcast of Meetings

Two options are available for webcasting meetings – live streaming or record/view.

Live streaming involves installing a camera in the Council Chambers and then connecting camera and sound system into the internet. The public could then view meetings live on their computers through the Town's web site. This would be similar to a one way 'Skype' connection or similar to watching on TV. The meetings could only be viewed live and there would not be any recording or video records created by the Town (although potentially, a member of the public could record portions of a meeting). Live streaming would cost approximately \$2500 to set up with little ongoing cost.

122061 Continued

Record/View also involves installing a camera in the Council Chambers and then connecting camera and sound system to the internet. However, instead of broadcasting the live feed of the meeting, the meetings would be recorded by an external firm. The meetings would be viewed through a link on the Town's web site and they could be viewed through an archive. Record/View of meeting would cost approximately \$10,000 per year.

UPDATE 2

Notice Board Sign

The proposed notice board sign at Beckwith Street and Lake Avenue East is planned to include a fixed sign displaying the Town's image brand and the Farmers' Market signage. The notice board portion, of the sign, would be 30"x 80" (which is twice the size of the notice portion of the Police/Fire sign). Topical notices, similar to the "What's New" part of the web site, would be displayed on the notice board. The sign is estimated to cost \$25,000 - \$35,000.

Slide Show Presentations

A sample of a slide show, that could be displayed in buildings such as Arena, Library, Childcare, Town Hall?, Hospital?, will be presented. Estimated cost is approximately \$1,000 per location.

COMMENT

Implementing new forms of Corporate Communication will require financial and staff resources. The entire Corporate Communications plan needs to be considered in its entirety and then appropriate financial and staff resources committed to successfully implement the components desired by Council. Subsequent presentations to Council will cover press releases, newsletters, slide shows, signboards, Social Media, Web Site organization and content, utilizing local media (radio etc) and other forms of communication with a draft of a compiled new Corporate Communications Plan presented together with the associated resource implications this spring

STAFF RECOMMENDATION

THAT Council provide comments on the presented components of the Corporate Communications Plan Bring Forward.

COMMITTEE DECISION

THAT Council provide comments on the presented components of the Corporate Communications Plan Bring Forward.

122129

Received from Duncan Rogers, Clerk
Addressed to Policy Review Committee
Date January 2nd, 2011
Topic Emergency Management Ontario

SUMMARY

Philippe Geoffrion wishes to give a presentation regarding the mandate of Emergency Management Ontario.

STAFF RECOMMENDATION

THAT Mr. Geoffrion give presentation.

COMMITTEE DECISION

Receive and file

122130 Received from Paul Knowles, Chief Administrative Officer
Addressed to Policy Review Committee
Date March 16th, 2011
Topic Transit

SUMMARY

Earlier Council agreed that the Town would assist Thom Transportation by selling bus tickets/passes for their commuter service. The attached contract would formalize an Agreement between the Town and Thom whereby Thom would operate a bus service and provide the Town/public at least 30 days notice of any changes to that service. The Town would sell tickets/passes and the Town's only financial obligation would be to remit the funds collected from transit riders. Tickets/passes, sold by the Town, will be HST exempt so riders will benefit from a reduced cost.

STAFF RECOMMENDATION

THAT Council hereby authorizes the Mayor and the Clerk to execute a contract with Thom Transport for the provision of bus transit services.

COMMITTEE DECISION

THAT Council hereby authorizes the Mayor and the Clerk to execute a contract with Thom Transport for the provision of bus transit services.

122131 Received from Dave Young, Director of Public Works
Addressed to Policy Review Committee
Date March 16th, 2011
Topic Curbside Solid Waste Collection

SUMMARY

The Town's Collection Contractor for curbside solid waste has made Public Works staff aware that there is a fairly significant rate of non-compliance to the Town's waste collection bylaw. Waste is being set out at the curbside with no tags or half tags on the bags or containers. The Town's contractor is seeking assistance from the Town to deal with this issue.

COMMENT

Although Town staff feel that this issue would not have escalated to the scale that it has if the contractor had complied with the terms of the contract in dealing with inappropriately tagged waste at the curbside. However, staff feel that it is appropriate to promote properly set out procedures and the consequences for non-compliance through the Town's web side and municipal matters.

STAFF RECOMMENDATION

THAT the Public Works Department promote proper procedures for curbside collection as per the town's Waste Collection By-law through Municipal Matters and the Town's website.

COMMITTEE DECISION

THAT the Public Works Department promote proper procedures for curbside collection as per the town's Waste Collection By-law through Municipal Matters and the Town's website.

122132 Received from Carleton Place & District Civitan Club
Addressed to Mayor Leblanc and Council
Date March 16th, 2011
Topic Annual Open House

SUMMARY

Civitan Club is inviting members of Council to their Annual Open House Thursday, March 31st, 2011 from 7:00 p.m. - 9:00 p.m. at the Legion.

STAFF RECOMMENDATION

THAT members of Council attend if available.

COMMITTEE DECISION

THAT members of Council attend if available.

122133 Received from Debbie Turner, OCWA
Addressed to Policy Review Committee
Date March 15th, 2011
Topic Drinking Water Annual Reports

SUMMARY

Ms. Turner has provided the three different Annual Reports required for the Town of Carleton Place's Drinking Water System for 2010 as per Ontario Regulation 170/03.

Section 22 and Section 11 of O. Reg. 170/03 Annual Report - contains a brief description of the drinking water system, chemicals used, reports made to the Ministry, summary of test results required by legislation, corrective actions, major expenses and where the report is available for inspection.

Section 22 Summary Report lists the requirements of the Act, the regulations, system approval and any order that the system failed to meet at any time during the period and the duration of the failure and measures taken to correct the failure. It also contains a summary of quantities and flow rates of the water supplied over the reporting period and a comparison of these flow rates to the rated capacity.

Also, OCWA has provided a copy of the Annual Record of Water Taking that has been submitted to the Ministry as per Ontario Regulation 387/04.

COMMENT

Annual Report - It should be noted that there were no exceedances of parameters for test results conducted on the drinking water in 2010. On April 7th, 2010 there was an Adverse Water Quality Incident reported to the Ministry which was a loss of process chemical which was corrected that day and no implication to drinking water quality.

Summary Report - identifies the April 7th loss of process polymer, on April 29th a 0.03 second exceedance of the 8333 L/min rate of water taking.

Also all issues identified in the 2010 Drinking Water Inspection were included such as sampling procedures for suspended solids discharged to the Mississippi River, compliance alarm set points, notice of issue resolution compliance, lead sampling procedures and rated flow exceedances.

122133 Continued

STAFF RECOMMENDATION

THAT the 2010 Annual Report and 2010 Summary Report for the Carleton Place Drinking Water System be accepted by Council.

ALSO THAT these reports be made available to the Public through the Town's website and notification of their availability be placed in Municipal Matters.

COMMITTEE DECISION

THAT the 2010 Annual Report and 2010 Summary Report for the Carleton Place Drinking Water System be accepted by Council.

ALSO THAT these reports be made available to the Public through the Town's website and notification of their availability be placed in Municipal Matters.

122134 Received from Paul Knowles, Chief Administrative Officer
Addressed to Policy Review Committee
Date March 17th, 2011
Topic Billboard Signage

SUMMARY

Staff have obtained quotes and are proceeding to replace the billboard signage on Hwy. 7 at a cost of \$1, 220.00.

COMMENT

For Council's Information.

STAFF RECOMMENDATION

Receive and file

COMMITTEE DECISION

Receive and file

122135 Received from Paul Knowles, Chief Administrative Officer
Addressed to Policy Review Committee
Date March 18th, 2011
Topic Closed Meetings

SUMMARY

As authorized by the Municipal Act, Council should review selected items in closed session.

STAFF RECOMMENDATION

THAT in accordance with Section 239 of the Municipal Act, S.O. 2001, that the meeting be closed to the public with the following agenda:

AGENDA

- 08-03-11-2 a proposed or pending acquisition or disposition of land by the municipality or local board;
- 22-03-11-1 personnel matters about an identifiable individual, including municipal or local board employees;

122135 Continued

14-09-10-2 a proposed or pending acquisition or disposition of land by the municipality or local board;

COMMITTEE DECISION

THAT in accordance with Section 239 of the Municipal Act, S.O. 2001, that the meeting be closed to the public with the following agenda:

AGENDA

08-03-11-2 a proposed or pending acquisition or disposition of land by the municipality or local board;

22-03-11-1 personnel matters about an identifiable individual, including municipal or local board employees;

14-09-10-2 a proposed or pending acquisition or disposition of land by the municipality or local board;

REPORT TO COUNCIL

08-03-11-2 Bring Forward

22-03-11-1 Bring Forward

14-09-10-2 Receive and File.

BROUGHT FORWARD

122007 Received from Paul Knowles, Chief Administrative Officer
Addressed to Policy Review Committee
Date December 8th, 2010
Topic Striking Committee