



**Policy Review Committee Action Report
for May 10th, 2011 held in the
Council Chambers Immediately following Council**

PRESENT: Mayor LeBlanc, Deputy-Mayor Sonnenburg, Councillor Antonakos, Councillor Flynn, Councillor Probert, Councillor Black, Councillor Strike, Lisa Young, Director of Planning, Duncan Rogers, Clerk, Les Reynolds, Director of Protection, Phil Hogan, Treasurer

- 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) **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.

UPDATE 3

Social Media

Staff will present examples of social media including Facebook, Twitter, Blogs and review the advantages/concerns with each. Operating Social Media cost very little but has potential to occupy a considerable time.

UPDATE 4

News Release

A sample of a recent news release is attached. Issuing a news release costs very little but can potentially take considerable time to prepare.

Utilizing Local Media

Interviews with local media, sometimes coordinated with a News Release, can be very effective. Interviews cost little but can require time to prepare.

Employee Newsletter

A sample of a possible employee newsletter is attached. The content, of a newsletter, could vary from Council issues to personnel issues. Employees feedback, regarding a newsletter, was mixed. Preparing and circulation a newsletter would cost a small amount and occupy some staff time.

Annual Review, Newsletter, Recreation Directory

A sample of these publications has been distributed. Preparing and distributing these to each household requires significant effort and costs \$3,500 per publication.

Municipal Matters

A sample of a recent Municipal Matters is attached. Preparing these ads takes some effort and costs \$28,500 per year.

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 Web Site organization and content, with a draft of a compiled new Corporate Communications Plan presented together with the associated resource implications this spring

122061 Continued

STAFF RECOMMENDATION

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

THAT Members of Council review the Town' web site in preparation for discussion on May 31st, 2011.

COMMITTEE DECISION

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

THAT Members of Council review the Town' web site in preparation for discussion on May 31st, 2011.

THAT staff and Council plan an afternoon session in June to review Corporate Communications Plan.

122214

Received from Paul Knowles, Chief Administrative Officer
Addressed to Planning and Protection Committee
Date May 3rd, 2011
Topic Fence Along East Side of McNeely Avenue

SUMMARY

The recent wind has badly damaged the fence along the east side of McNeely Avenue, particularly between Stonewater Bay and Lake Avenue E. The Subdivision Agreement required the Owner (now the individual homeowners) to install and maintain the fence. The Town has four options:

- 1) Leave repair of the fence up to the Owners but take no particular action;
- 2a) Advise the Owners that the fence is their responsibility and instruct owners to repair fence;
- 2b) Revise the Property Standards By-law to add a requirement the Owners maintain requirements of Subdivision and Site Plan Control Agreements;
- 2c) Enforce Property Standards By-law for any owners that do not properly repair fence.
- 3a) Advise the Owners that the fence is their responsibility and instruct owners to repair fence;
- 3b) Invite all owners to a meetings, explain Option 2 and highlight that the fence is 15+ years old and full replacement should be considered;
- 3c) If majority of owners favour replacement then the Town could consider being involved by arranging for construction of a new fence and financing the cost through a local area charge on the owner's property tax.
- 4) Construct a new fence on the municipal property at municipal expense. Maintenance would then become a municipal responsibility.

UPDATE

The cost to replace the fence with a new wood fence would be approximately \$1,500 per homeowner. This payment could be financed by the Town and spread over five (5) years.

STAFF RECOMMENDATION

THAT staff organize a meeting with residents of Crampton Drive to explain option 2 and 3 above. If a majority or residents agree with Option 3 then Town would proceed. Otherwise the Town will proceed with Option 2.

COMMITTEE DECISION

THAT staff organize a meeting with residents of Crampton Drive on May 18th, 2011 to explain option 2 and 3 above. If a majority or residents agree with Option 3 then Town would proceed. Otherwise the Town will proceed with Option 2.

122222 Received from Toni Surko, Carleton Place & District Memorial Hospital
Addressed to Policy Review Committee
Date March 21st, 2011
Topic Updates to Council

SUMMARY

Hospital wishes to make their annual presentation to Council.

STAFF RECOMMENDATION

THAT Council view presentation.

COMMITTEE DECISION

THAT Council view presentation. Receive and file

122223 Received from Kory Earle, People First of Lanark County
Addressed to Paul Knowles, Chief Administrative Officer
Date April 20th, 2011
Topic Update of Activities

SUMMARY

People First of Lanark County would like to provide Council with an update of their activities and ask about their event on July 21st, 2011.

COMMENT

For Council's Information.

STAFF RECOMMENDATION

Receive and file

COMMITTEE DECISION

Town will declare July 21st People First Day. Receive and file

122224 Received from County of Lanark
Addressed to Town of Carleton Place
Date April 28th, 2011
Topic Tree Cutting By-laws

SUMMARY

County is asking for comments from local municipalities on their attached report regarding Tree Cutting By-laws.

COMMENT

The Town uses the policies within the Official Plan that require Tree Preservation Plans from Developers to control tree cutting within our urban boundaries.

STAFF RECOMMENDATION

THAT the County be asked to have no County control on tree cutting within the Town as the area is urban and trees are protected by the Town's OP policies.

COMMITTEE DECISION

Bring forward. Staff is to forward County Tree Cutting By-law to Urban Forest/River Corridor Advisory Committee Chair Jim McCready for comment.

122228 Received from Wayne Fraser, Public Works Development Coordinator
Addressed to Policy Review Committee
Date May 10th, 2011
Topic Demolition of 19 Lake Avenue E, 7 & 12 Beckwith Street

SUMMARY

Council has previously approved the demolition of the aforementioned three Town owned buildings to allow for the redevelopment of the Lake Avenue/Beckwith Street intersection along with the old Canadian Tire site. Public Works staff prepared a Request for Proposal and advertised it in a local newspaper and posted it on the Town's website. The budget for the demolition phase of the overall redevelopment project is \$165,000.

On Monday May 9, 2011 Public Works received 8 proposals for the demolition of the three buildings and a summary of the price results is attached.

COMMENT

All except one of the eight tenders are balanced and have been evaluated by staff based on the following basis:

- 1) Balanced proposal;
- 2) Contractor's experience;
- 3) Available equipment;
- 4) Construction timelines;
- 5) References;
- 6) Amount to be recycled; and
- 7) Proposal bid price

The lowest proposal price was considerably lower than the others and ordinarily staff would feel uncomfortable with recommending it without a thorough investigation. However, the contractor with the lowest proposal, Robert Gourlay, has worked for the Town on at least two occasions in the last few years as well as demolishing the old Bennett Auto Sales building. Public Works has been very satisfied with Mr. Gourlay's work and are confident that he will successfully complete the project. The company will post a performance bond (15% of the contract value) upon signing an agreement with the Town.

STAFF RECOMMENDATION

That Council hereby authorizes the Mayor and Clerk to enter into a demolition contract with **Robert Gourlay** for the demolition of 19 Lake Avenue East 7 Beckwith Street and 12 Beckwith Street.

COMMITTEE DECISION

That Council hereby authorizes the Mayor and Clerk to enter into a demolition contract with **Robert Gourlay** for the demolition of 19 Lake Avenue East 7 Beckwith Street and 12 Beckwith Street pending completion of due diligence with vendor.

122229 Received from Phil Hogan, Treasurer
Addressed to Policy Review Committee
Date May 10th, 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

03-05-11-1 personnel matters about an identifiable individual, including municipal or local board employees;

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

03-05-11-1 personnel matters about an identifiable individual, including municipal or local board employees;

REPORT TO COUNCIL

03-05-11-1 Bring Forward