

# YEAR IN REVIEW 2019

## Moving Wasaga Beach Forward



### MESSAGE FROM THE MAYOR

It is my privilege to share with you this report.

I am happy to tell you council and staff are making great headway on behalf of our community. In all we do, we are

striving to serve, support, build and lead.

Our goal is to keep Wasaga Beach moving forward. Council started 2019 by identifying priorities for the next four years. We created 11 points for council and staff to work on.

Let me share with you some of our achievements so far.

In October, council selected the site for the community's new twinpad arena and library.

Based on community input and following a formal review of all sites under consideration, council unanimously selected the 544 River Rd. W. site.

In the year ahead, we will work on the design and build element of this project with public input.

We are also excited about the casino project.

In April, Gateway Casinos and Entertainment Ltd. announced its plans to build a new casino on a parcel of land near the Mosley Street roundabout. Over the months that followed, town staff worked diligently to ensure all of the planning approvals were in place. Gateway recently announced they will start the construction phase of this project in the second quarter of 2020.

At the beachfront, we are moving forward with plans for redevelopment.

In July, we issued a Request for Expressions of Interest (RFEOI) for the purchase and development of town-owned land. In September, we announced nine firms responded to the RFEOI.

By mid-October, following a rigorous examination of

the nine companies that responded to the RFEOI, staff recommended six firms advance to the Request for Proposals phase. Council approved the recommendation, which identified the following companies: Slate Asset Management L.P., FRAM Building Group, Cronnox Inc., Seventy-Five Years Inc., Baycliffe Communities, and Pozeg Construction.

We expect to issue the RFP by the end of the second quarter of 2020 after the beach area environmental assessment is complete.

I also want to share with you our efforts with respect to the province's regional governance review. In January, Queen's Park announced a review of eight regional municipalities and the County of Simcoe. Throughout the review period, your council worked diligently to convey the value in allowing the town to be governed locally. We also made suggestions on where services could be improved and made more efficient.

We advocated on behalf of our community by writing the provincial government, the special advisors tasked with the review, by appearing before the advisors, and by meeting with Municipal Affairs Minister Steve Clark.

In late October, the province announced it would work with local governments to make them stronger and that local municipalities should decide what is best for them. In other words, no amalgamation. Communication with residents has been top priority for us this

year and it will continue to be throughout the rest of this term. During the Victoria Day weekend, we held our first Coffee with Council session. The open house-style event was one of four such opportunities held over 2019.

Mid-June, our new community engagement website went live. Let's Talk Wasaga Beach ([www.letstalk-wasagabeach.ca](http://www.letstalk-wasagabeach.ca)) allows the community to learn about a variety of town initiatives.

In July, we launched our first monthly e-newsletter. I encourage you to visit our website and sign up for this publication. The Monthly Report contains information about town activities.

Throughout the rest of our Year in Review report, you will read about other achievements in 2019. You will see how busy each department has been.

I thank my council colleagues for all of their hard work during our first year and I commend staff for their terrific effort on behalf of all of us who live in Wasaga Beach.

Nina Bifulchi is mayor of Wasaga Beach. You can reach her at [mayor@wasagabeach.com](mailto:mayor@wasagabeach.com).

## COUNCIL PRIORITIES

established for  
2018-2022 term

Ensuring the Town of Wasaga Beach continues to meet the needs of residents, visitors, and businesses, and striving to continue the town's long and proud history of growth. Council has approved 11 goals for this term.

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01

Determine the town's role in the development of the downtown area and beachfront;

02

Determine the best location(s) and build a new twin pad arena and library;

03

Promote and facilitate the construction of affordable, attainable, and safe housing;

04

Support the private sector in growing and diversifying the tax base;

05

Continue to build a safer and healthier community, mindful of the needs of various neighbourhoods in town;

06

Implement changes to Council's governance and structure to improve accountability and transparency;

07

Maintain the financial health of the town while meeting the service needs of the community;

08

Build relationships with outside organizations and stakeholders based on mutual respect for the different roles that are played in the development of a community;

09

Review the town's assets and determine a strategy to deal with them in the best interest of the municipality;

10

Build pride in the community through effective communication, events, and initiatives;

11

Build an efficient, well-functioning, customer-oriented organization to deliver on Council's priorities.

FOLLOW US ON SOCIAL MEDIA

## CLERK'S DEPARTMENT & BYLAW DEPARTMENT

### WHAT WE'VE BEEN UP TO...

- Implement changes to council's governance and structure to improve accountability and transparency;
- New council and committee orientation and training sessions;
- Implemented efficiency and effectiveness measures for council and committee meetings through revamping council's procedural by-law;
- Implemented Council-Staff Relations Policy and Code of Conduct for Council and Committee Members;
- Focus on technology to continue to improve services and customer experiences, and create efficiencies;
- Improved communication of council decision making through new council and committee meeting portal;
- New columbarium installed at the cemetery;
- Update cemetery fees with a view to sustainability;
- New innovative pet licensing program;
- Implementation of "Toys for Tickets" program;
- Refocus of priorities and stimulated a collaborative effort to enforcement, and created operational efficiencies;
- Review and updating prominent enforcement bylaws to better serve the community;
- Increased attention to achieving compliance with regards to property standards, and prohibited rental units;
- New Business Licencing Bylaw providing for the

- need of increased transportation services;
- Facilitated a review and update of the Hydro Utility Shareholder Direction Bylaw.

## BUILDING AND DEVELOPMENT SERVICES

### WHAT WE'VE BEEN UP TO...

- In partnership with the Planning and Economic Initiatives Department, completed a redesign of the second floor of town hall that will more closely align the services of the Planning and Economic Initiatives Department and the Building and Development Services Department;
- Issued permits and conducted inspections to-date for:
  - o \$97,936,00.00 in residential construction
  - o \$17,402,000.00 in commercial construction
  - o 166 new single family dwellings
  - o 143 Townhouses
  - o 16 Secondary Suites
  - o 596 individual building permits
- Completed analysis of the department's permit backlog and records management practices.

## PLANNING AND ECONOMIC INITIATIVES

### WHAT WE'VE BEEN UP TO...

- Hosted an Affordable Housing Forum in partnership with Parkbridge Homes and the Ontario Professional Planners Institute;
- Completed the first phase of the Official Plan update;

- Commenced the first phase of the update to the Comprehensive Zoning Bylaw;
- Drafted a new legal template for Subdivision Agreements to reflect best practices;
- Shortened the Planning Application Processing times by two months for Plans of Subdivision, Official Plan Amendments, and Zoning Bylaw Amendments;
- Prepared Plans for a redesign of the second floor office space to merge the Planning Department and Building Department front counters with the goal of improving customer service for walk-in inquiries;
- Secured final approval of the Official Plan policies for the Downtown Main Street development node;
- Updated the Zoning Bylaw;
- Researched and reported on the impact of legalized cannabis retail sales on the Wasaga Beach economy and social structure;
- Secured grant funds for improvements to the Shore Lane Cycling/Walking Trail;
- Issued planning approvals for the Gateway Casino;
- Official Plan approval for the West Wasaga Lifestyle Community development at Beachwood Drive and Airport Road;
- Issued planning approvals for Sunnidale Trails, Elm Developments, Sterling – Westbury, and Parkbridge Community Homes for a total of 450 new dwellings in Wasaga Beach;
- Resolved two longstanding LPAT (OMB) appeals for Sunnidale Trails and for the Downtown Development Node;

### ECONOMIC DEVELOPMENT DEPARTMENT ACCOMPLISHMENTS...

- Sponsored and organised four information/



#### Chuck's Roadhouse

In September, Mayor Nina Bifulchi and members of council attended the grand opening for Chuck's Roadhouse at 707 River Road W. #MovingWBForward



#### Levee

On Jan. 14, 2019, council held its first New Year's Levee. The event took place at the RecPlex and was an opportunity for council to meet with members of the community. The event was well attended.



#### Remembrance Day

Deputy Mayor Sylvia Bray placed a wreath on behalf of the town at the community's annual Remembrance Day service. #WasagaRemembers



#### International Women's Day

On March 8, town council observed International Women's Day. The two senior positions on town council are held by women and women play an important part of the staff compliment at the Town of Wasaga Beach. #MovingWBForward

teaching sessions targeting local business and focussing on website marketing;

- Established a new Visitor Information Centre at the Nancy Island Centre;
- Established a new Tourism Advisory Committee;
- Established a tourism marketing partnership with South Georgian Bay Tourism;
- Secured a \$15,000 grant through Ontario Regional Tourism (RTO7) to market the tourist visitation assets through Highway Billboards and Social Media;
- Commenced video marketing campaign to promote the four seasons of Wasaga Beach;
- Helped establish the Farmers' Market;
- Liaise with the Wasaga Beach Chamber of Commerce to promote local business;
- New tourism branding, including the introduction of our "Sparkle" logo;



## WASAGA BEACH FIRE DEPARTMENT

### WHAT WE'VE BEEN UP TO...

- Completed construction of a Fire Training Unit behind Fire Station 1;
- Recruitment of five new volunteer firefighters;
- Enhanced medical training through the Simcoe County Paramedic Quality Care Program;
- Designed and purchased a new rescue truck;
- New Community Outreach Fire Prevention Public

Education Program;

- Improved the volunteer firefighter annual skill assessment and evaluation program;
- Introduced swift water rescue training program;
- Upgraded self-contained breathing apparatus equipment to most current standard;
- Retrofitted fire vehicles to include blue emergency lights for increased visibility/safety;

### ESTIMATED YEAR END TOTALS:

- 1,550 emergency responses;
- 440 Inspections;
- 40 public education events and presentations;
- 25 courses attended at the Ontario Fire College;

## RECREATION, EVENTS AND FACILITIES

### WHAT WE'VE BEEN UP TO...

- Over the first half of 2019 a number of staff positions were realigned, including revised duties of four coordinator positions and increased frontline service staffing in Customer Service, Special Events, Youth, a seasonal facility staff person, and Recreation, as well as a permanent Older Adult and Volunteer Programmer and a contracted Special Events Programmer;
- Department staff have been working to use consistent look and feel in the Rec Guide, all publications, postings and signage throughout town, as well as numerous revisions to website structure to reflect the evolution of Recreation, Events and Facilities operations;
- The Olympia Ice Resurfer has been ordered;
- Following a renovation to the garage building at the Youth Centre, staff finalized asphalt ramping,

as well as sport courts, and Facilities staff built a new storage shed for growing program equipment needs at the facility.

- Special Events bylaw updates were implemented;
- Youth Advisory Committee terms of reference were revised by staff;
- The Youth Strategy was finalized;
- New Youth/Rec Assistant position has begun enhancing outreach programs in schools;
- Special Events hosted a number of successful new events including the New Year's Levee, Summer Launch, the Food Truck Festival, and the Canadian National Parachuting Championships, as well as activating a rejuvenated farmers' market adjacent to Jazz in the Park;
- March Break programs for students;
- The Recreation Department ran a number of successful volleyball tournaments, the first-ever pickleball tournament in the new courts at the arena, as well as very successful participation in the new spring and summer adult hockey sessions;
- Grade 8 swimming lessons have been a big success as well as ongoing public education initiatives as they relate to waterfront safety;
- Starting in January, staff and council have worked in tandem with the Wasaga Beach Public Library to finalize a location and budget parameters surrounding a new twinpad arena and library facility, as well as making an application for joint provincial and federal funding;
- The Project Management Consulting firm has been contracted to manage this significant community initiative.



### Meeting with the province

In August, at the Association of Municipalities of Ontario conference in Ottawa, members of Wasaga Beach town council met with Municipal Affairs and Housing Minister Steve Clark. Talks focused on a number of municipal and provincial initiatives.



### Snowman Mania

In February, the community came together to celebrate Snowman Mania. The annual winter carnival is always a fun time. #MovingWBForward



### Main Street Bridge

The Main Street Bridge rehabilitation project started in September. This \$6.1-million investment will see a refurbished bridge when the work is complete in 2021. Due to the scope of the project, the bridge is now down to one lane. Two lanes will be available in the summer months.



### Ivy League International Academy

Toward the end of October, members of council attended an open house for Ivy League International Academy. The international school is at 818 Mosley St. Ivy League prepares foreign students for university level studies in North America. Thank you for being a part of our community. #MovingWBForward

## PUBLIC WORKS

### WHAT WE'VE BEEN UP TO...

#### OPERATIONS

- Advanced innovative stormwater management strategies to address long-standing roadside drainage deficiencies;
- Completed several accessibility enhancements at various signalized intersections, including pedestrian countdown timers;

#### PARKS

- Initiated the Parks and Trails Master Plan study;
- Completed the detail design for the Pridham Park Pedestrian Bridge;
- Completed the bridge footing reconstruction, trail realignment and bank stabilization measures at the Christopher Avenue Pedestrian Bridge;
- Completed the reconstruction of the Jim Ramage (Wasaga Sands) Tennis Courts;
- Continued with trail reconstruction and resurfacing improvements along Shore Lane Trail in partnership with Ontario Parks;
- Completed the 2nd Street Boat Launch upgrades;

#### ENGINEERING

- Advanced the Municipal Class Environmental Assessment (EA) for the following projects:
  - Main Street Reconstruction and Beach Area 1 and 2 Streetscaping;
  - Completed the West End Elevated Water Storage Reservoir and Public Works Depot environmental assessment, started the stormwater management study and design for this project;
- Completed the storm sewer installation and sidewalk extension along Zoo Park Road North to facilitate access to the new county affordable housing development;
- Completed the urbanization of River Road West between Brillinger Drive and Veterans Way;
- Completed the detail design and construction of the sidewalk extensions along 58th Street South and Ramblewood Drive (between 58th Street South and Cherry Sands Crescent);
- Initiated the rehabilitation of Main Street Bridge;
- Completed engineering detail design for the following projects:
  - Mosley Street urbanization (45th Street to Beachwood Road);
  - Veterans Way Geometric Improvements, including Klondike Park Road intersection improvements;
  - Trillium Creek Flow Containment Berm;
  - Bay Sands External Drainage Area, including Shore Lane between 61st Street and 67th Street;

#### ENVIRONMENTAL

- Completed the design and initiated the replacement and upgrades to the town's

Supervisory Control and Data Acquisition (SCADA) infrastructure as it relates to the Water Treatment Plant, Water Pollution Control Plant, and various Sewage Pumping Stations;

- Completed sanitary sewer pipe condition assessments and advanced the contract for relevant rehabilitation/repairs, including application of trenchless technologies (Cured-In-Place-Pipe Lining);
- Initiated the detail design for the tertiary sand filter replacement at Water Pollution Control Plant (WPCP);

#### TRANSIT

- Established a system so that public transit data, including route information, can be published to a variety of applications, including Google. Retrofitted the existing transit vehicles with mobile routers in preparation for the implementation of a new mobile transit app;
- Completed transit stop enhancements, including two new transit shelters;
- Implemented the successful transition of the inter-municipal Collinwood LINK bus with the County of Simcoe and supported the county's implementation of the new Barrie – Wasaga Beach LINK;
- We continue to work with the County of Simcoe to establish a partnership for the provision of specialized transit services in the community;

## WASAGA BEACH PUBLIC LIBRARY

### WHAT WE'VE BEEN UP TO...

- Introduced Wasaga Beach residents to Virtual Reality technology;
- Supported young minds' understanding of STEAM-based subjects with programming using Ozobots, Dash robots, Lego Boost, Bloxels and other coding technology;
- Provided adults with opportunities to express themselves creatively with workshops in painting, batik, wreath making and more;
- Partnered with regional organizations for programming and information sharing opportunities;
- Augmented adult lifelong learning with discussions on a wide range of topics, from travel and health, to Black history and Spanish;
- Implemented new technologies to improve the library user experience;
- Supported literacy for children and adults with programs;
- With funding from the Friends of Wasaga Beach Public Library, WBPL created an outdoor classroom;
- To increase public access to technology, the library

provided two additional desktop computers and two laptops in 2019;

- From March through August, the library offered borrowing services, seniors programs and one-on-one tech help every Thursday at the town's Seniors Active Living Centre;
- To support local musicians, the library provided the Ontario Musicians Co-operative with space for career training through the summer;
- WBPL was shortlisted for the Ministry of Heritage, Sport, Tourism and Culture's Angus Mowat Award of Excellence in recognition of the library's services for seniors.

## TREASURY DEPARTMENT & INFORMATION TECHNOLOGIES/INFORMATION MANAGEMENT SYSTEMS

### WHAT WE'VE BEEN UP TO...

- Encouraged residents to sign up for e-billing for taxes and water/wastewater bills. This was done through our website and newsletters;
- Encouraged residents to enroll in one of the Pre-Authorize Payment Plans and/or to pay through their bank to have more payments processed electronically;
- Hired a Full Time AP/AR Clerk, which replaced two part-time employees that were retiring;
- Developed financing model for new arena and library through consultation with department heads;
- Restructured Treasury Department to redistribute workload balance and eliminate one position – trial period to end in 2020;
- Hired a new grant writer following the prior incumbent's retirement;
- Submitted a large grant request for \$39-million to support the new arena and library projects;
- Conducted research and reviews of current payment options to build improvements into next year's software upgrades, to improve the customer experience;
- Completed the 2020 budget process with involvement of the entire budget team;
- Completed final phase of Public Safety CCTV cameras Beach Area 1;
- Network infrastructure upgrades at Public Works;
- Assisted in the implementation of new Fuel Management System at Public Works;
- Issued RFPs for new corporate software, new website development, network security review, including interviewing and reviewing software options;
- Responded to recommendations from internal audits on network systems, security, and education programs;