

THE CORPORATION OF THE TOWNSHIP OF RED ROCK

911th REGULAR MEETING OF COUNCIL

SEPTEMBER 21st, 2020

Electronically Present:	Mayor:	G. Nelson
	Councillors:	D. Robinson
		S. Park
		C. Todesco
		G. Muir
	Chief Administrative Officer:	A. Headrick
	Co-Public Works Superintendent:	B. Westerman
	Fire Chief:	R. Pitre
Regrets:	Co-Public Works Superintendent:	G. Sarrasin

Mayor Nelson called the meeting to order at 7:00 p.m.

ADDITIONS TO THE AGENDA

- 11. In- Camera
- b) Labour Relations

DISCLOSURES OF INTEREST

Councillor Robinson declared a conflict of interest if the SNEMS Strategic Plan was discussed.

PRESENTATION

The CAO gave Council a copy of the notices for the Official Plan and Zoning By-Law Amendments. The meeting for public outreach on the amendments is scheduled for Monday, October 19th at 6:00pm.

Silvio Di Gregorio from Bruno's Contracting Ltd. presented an overview of their involvement with the new proposed residential development. Silvio informed Council that Bruno's Contracting is prepared to develop the site east of the Trout Creek Bridge at their cost of 2.5mill for the development. The Township would have to bring the water/sewer services to the site as the area is currently unserved, as well as input a lift station. The development would entail 19 single family homes, 24 town homes and 60 condo/apartment units. The estimated value of this construction would total approx. 25mill. A model home would first be constructed and then buyers would purchase based on the model. Councillor Todesco asked what the time frame looks like on the project, Silvio responded that the earliest time of construction could commence anytime between next May - September, dependent on government responses. Councillor Robinson asked if they foresee the development being desirable enough to bring people into the area. He replied that with the appeal of water front property on Lake Superior, that there would be interest in the homes; although, the overall time of filling the lots would depend on the market. Mr. Di Gregorio answered all the other questions imposed to him by Council. Council thanked him for his report and exclaimed their enthusiasm for the project.

Jib Turner, Tom Ondrejicka and Andrew Ault from Limestone Partners presented the Red Rock Tourism Strategy and Action Plan, 2020-2025 to Council for comment prior to finalization. The project was done pro-bono. The consultants explained their method of empirical identification of key drivers of change in the external environment using PESTEL, key success factors for each segment using Porter's Five Forces and key resources within the community using VRIO; and then creating strategies within the VRIO framework.

The consultants suggested that Council feedback would impact ultimate timelines for different strategies and the activities that would need to be completed for putting the strategies into action. Discussion was held to the above strategies and consultants suggested they would reflect on the feedback to provide an Action Plan with a timeline by the end of the week.

The recommendations that flowed were the following:

- Strategy #1: Encourage Waterfront Development with local dining and retail space and consult available funding for strategic infrastructure.
- Strategy #2: Integrated technology expansion to connect tourists, local residents, businesses in the Red Rock region.
- Strategy #3: Develop an inclusive digital marketing strategy connecting Red Rock through a range of mediums, including web, social media, mobile apps and integrated technology partners.
- Strategy #4: Stabilize and Expand Event Portfolio.
- Strategy #5: Explore market research to examine development of the Highway 17 exit.
- Strategy #6: Plan to attract a hotel developer for a hotel with a Lake view within five years to anchor tourism and development.
- Strategy #7: Build Distinctive Wayfinding signage to attract and steer tourists and business from Highway 17 Corridor.
- Strategy #8: Continue to work towards development of waterfront RV Park and campground.
- Strategy #9 a: Promote Red Rock as an affordable, accessible and regional destination for marine and as a hub for eco-tourism.
Strategy #9 b: Promote Red Rock as a unique, one-of-a-kind natural destination to domestic and American anglers, up and coming explorers and connected explorers as part of current destination plan.
- Strategy #10: Consider development as a cruise ship destination.
- Strategy #11: Continue advocacy efforts for fish rejuvenation in Nipigon Bay.
- Strategy #12: Consider adding adventure tourism rentals to the Marina Park list of services to diversify activities and increase accessibility.
- Strategy #13: Work with local tourism operators to diversify winter offerings including skate skiing.
- Strategy #14: Promote abundance of scenic winter and off-season eco-tourism activities.

Council thanked all the presenters from Limestone for their presentation.

MINUTES OF PREVIOUS COUNCIL MEETING

The minutes of the September 8, 2020 regular meeting of Council were approved as presented.

BY-LAWS

None

RESOLUTIONS

- Res. #1: Moved by S. Park, seconded by G. Muir
Be it resolved that Council accepts the report from Limestone Partners on Tourism Strategy for the Township of Red Rock.
Carried
- Res. #2: Moved by D. Robinson, seconded by C. Todesco
Be it resolved that the minutes of the Tuesday, September 8, 2020 regular meeting of Council be approved as presented.
Carried
- Res. #3: Moved by S. Park, seconded by D. Robinson
Be it resolved that Council donate \$500 to the Hike for Health to be held during the weekend of September 25-27, 2020.
Carried
- Res. #4: Moved by C. Todesco, seconded by D. Robinson
Be it resolved that Stephanie Flanagan appointed as a probationary Fire Fighter.
Carried

Res. #5: Moved by G. Muir, seconded by S. Park
Be it resolved that Council accepts the 2020 Financial Review Updates as presented.

Carried

Res. #6: Moved by S. Park, seconded by D. Robinson
Be it resolved that Council move In-Camera at 8:35pm in order to address a matter pertaining to:

- Labour relations or employee negotiations
- The receiving of advice that is subject to solicitor/client privilege, including communications necessary for that purpose

Carried

Res. #7: Moved by C. Todesco, seconded by D. Robinson
Be it resolved that Council come out of In-Camera at 9:33pm.

Carried

CORRESPONDENCE

Mayor Nelson reviewed the correspondence with Council.

Council received a letter from the Hike for Health Committee with results from the 2019 event. The theme for the 23rd Annual Hike for Health in September is “Choose Your Own Adventure”. Council approved the donation of \$500 to the event.

A letter from the Superior North Emergency Medical Services was read regarding the strategic plan.

No other business arose from the correspondence.

REPORTS OF OFFICERS

Co –Public Works Superintendents

Co-PWS Westerman reviewed both of the Public Works Monthly Reports to Council.

PWS Westerman noted concern regarding beavers causing damage to the poplar trees at the Marina and the bridges and culverts. A call has been made to the MNR for trappers to handle the issue.

Mike Landers from the Ministry of Environment has been working with the Public Works Department on the Municipal Dump lifeline. During his first inspection of the landfill site, he noted that the landfill was in good condition. He mentioned concern regarding the size of the scrap metal pile. A scrap metal contractor is set to come near the end of the month for removal. Mike Landers also recommended to start the plan for the landfill closure soon, as it takes many years of government action to finalize and start a new landfill location.

PWS Westerman mentioned that training opportunities were beginning to be offered again. Staff will be looking into these training opportunities.

Fire Chief Monthly Report

The Fire Chief reviewed his written report with Council.

The Fire Department held 4 training nights during June. The training consisted of porta pumps/ports tank drafting, SCBA/PPE search and rescue, auto extrication and air compressor training.

Council approved the Fire Chief’s recommendation to appoint Stephanie Flanagan as a probationary fire fighter.

Councillor Robinson asked the Fire Chief how much PPE they have in their inventory. The Fire Chief responded that inventory is getting lower and will need to be replenished soon.

REPORTS OF COMMITTEES

Councillor Robinson reviewed the minutes of the Red Rock Public Library Board's meeting from June 9, 2020 with Council. No business arose from the minutes.

UNFINISHED BUSINESS

None

NEW BUSINESS

Council reviewed the 2020 Financial Review Updates presented to them by the CAO. Council accepted the reports and the reports will be available on the website for public viewing.

IN-CAMERA

Council went In-Camera at 8:35pm and came out at 9:33pm.

REPORT FROM IN-CAMERA

Council discussed OCWA efficiencies and labour relations in camera.

Res. #8: Moved by G. Muir, seconded by S. Park
 Be it resolved that this meeting be adjourned at 9:35pm.

Carried

Mayor

Chief Administrative Officer/Clerk