



**COUNCIL
MEETING AGENDA**

TUESDAY, OCTOBER 13, 2015

7 P.M.

**COUNCIL CHAMBERS
AURORA TOWN HALL**



**TOWN OF AURORA
COUNCIL MEETING
AGENDA**

Tuesday, October 13, 2015
7 p.m.
Council Chambers

1. DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

2. APPROVAL OF THE AGENDA

RECOMMENDED:

THAT the agenda as circulated by Legal and Legislative Services be approved.

3. ADOPTION OF THE MINUTES

Council Meeting Minutes of September 29, 2015 pg. 1
Special Council – Public Planning Meeting Minutes of September 30, 2015 pg. 22

RECOMMENDED:

THAT the Council meeting minutes of September 29, 2015, the Special Council – Public Planning meeting minutes of September 30, 2015, be adopted as printed and circulated.

4. PRESENTATIONS

(a) **Tim Jones and Erin Cerenzia, representing Neighbourhood Network** pg. 27
Re: Neighbourhood Network Update

(b) **Anthony Ierullo, Acting Manager of Corporate Communications** pg. 28
Re: Town of Aurora School Safety Lawn Sign Program

5. PUBLIC SERVICE ANNOUNCEMENTS

6. DETERMINATION OF ITEMS REQUIRING SEPARATE DISCUSSION

7. ADOPTION OF ITEMS NOT REQUIRING SEPARATE DISCUSSION

8. DELEGATIONS

(a) **Jill Foster, CEO, Aurora Public Library** pg. 29
Re: Motion for Which Notice Has Been Given (b); Re: Fair Pricing of e-books for Public Libraries

(b) **Bob McRoberts, Resident** pg. 32
Re: Motion for Which Notice Has Been Given (a); Re: Design Review Panel

9. CONSIDERATION OF ITEMS REQUIRING SEPARATE DISCUSSION

10. NOTICES OF MOTION/MOTIONS FOR WHICH NOTICE HAS BEEN GIVEN

(i) **Notices of Motion**

(ii) **Motions for Which Notice Has Been Given**

(a) **Councillor Mrakas** pg. 49
Re: Design Review Panel

(b) **Councillor Thompson** pg. 50
Re: Fair Pricing of e-books for Public Libraries

11. REGIONAL REPORT

12. NEW BUSINESS/GENERAL INFORMATION

13. READING OF BY-LAWS

RECOMMENDED:

THAT the following confirming by-law be given first, second, and third readings and enacted:

5771-15 BEING A BY-LAW to Confirm Actions by Council pg. 51
Resulting from Council Meeting on October 13, 2015.

14. CLOSED SESSION

15. ADJOURNMENT

AGENDA ITEMS

1. **General Committee Meeting Report of October 6, 2015** pg. 33

RECOMMENDED:

THAT the General Committee meeting report of October 6, 2015, be received and the recommendations carried by the Committee be approved.

2. **Memorandum from Director of Corporate & Financial Services/Treasurer** pg. 39
Re: Timing of Council Approval re Capital Budget Items

RECOMMENDED:

THAT the memorandum regarding Timing of Council Approval re Capital Budget Items be received for information.

3. **Memorandum from Director of Corporate & Financial Services/Treasurer** pg. 40
Re: Updated Budget Meeting Schedule

RECOMMENDED:

THAT the memorandum regarding Updated Budget Meeting Schedule be received; and

THAT the official meeting schedule of Council be updated to reflect the revised schedule as presented herein.

4. **Memorandum from Director of Planning & Development Services** pg. 41
Re: Aurora Business Ambassadors Program Request

RECOMMENDED:

THAT the memorandum regarding Aurora Business Ambassadors Program Request be received for information.

5. **Memorandum from Director of Planning & Development Services** pg. 45
Re: Additional Public Planning Meeting Date for November 30, 2015

RECOMMENDED:

THAT the memorandum regarding Additional Public Planning Meeting Date for November 30, 2015, be received; and

THAT the additional Public Planning meeting be scheduled for Monday, November 30, 2015, to deal with future planning applications.

- 6. Memorandum from Mayor Dawe** pg. 46
Re: Lake Simcoe Region Conservation Authority
Highlights – September 25, 2015 – Meeting of the Board

RECOMMENDED:

THAT the memorandum regarding Lake Simcoe Region Conservation Authority Highlights – September 25, 2015 – Meeting of the Board be received for information.



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Attachment 1

Town of Aurora
Planning & Development Services

MEMORANDUM

DATE: September 10, 2015
TO: Economic Development Advisory Committee
FROM: Anthony Ierullo, Manager of Long Range & Strategic Planning
RE: Aurora Business Ambassadors Program

RECOMMENDATIONS:

THAT memorandum regarding Aurora Business Ambassadors Program be received; and

THAT the content of this memorandum be endorsed by the Economic Development Advisory Committee; and

THAT the Economic Development Advisory Committee recommend to Council that the Aurora Business Ambassadors Program be re-established.

BACKGROUND

The Town of Aurora's previous version of a business ambassador program ran for approximately a decade, starting in the mid-1990's. The Program solicited key business leaders outside the Economic Development committee to help promote Aurora as a first choice for new business and families. The program was predicated on the belief that existing business is a unique touchpoint to attract new business. The City of Barrie also recently relaunched their dormant Business Ambassadors program; details can be reviewed at www.barriebusinessambassadors.com.

COMMENTS

The reintroduction of the Aurora Business Ambassador Program aims to formalize a program that has likely continued to occur informally through the regular course of business interactions since the sunset of the last program.

Re-introducing the business ambassadors should provide several benefits, including:

- Creating economic development leads, and investments
- Promoting business-to-business communications
- Fostering better relations between the Town and Aurora business community
- Promote the Town of Aurora and its programs

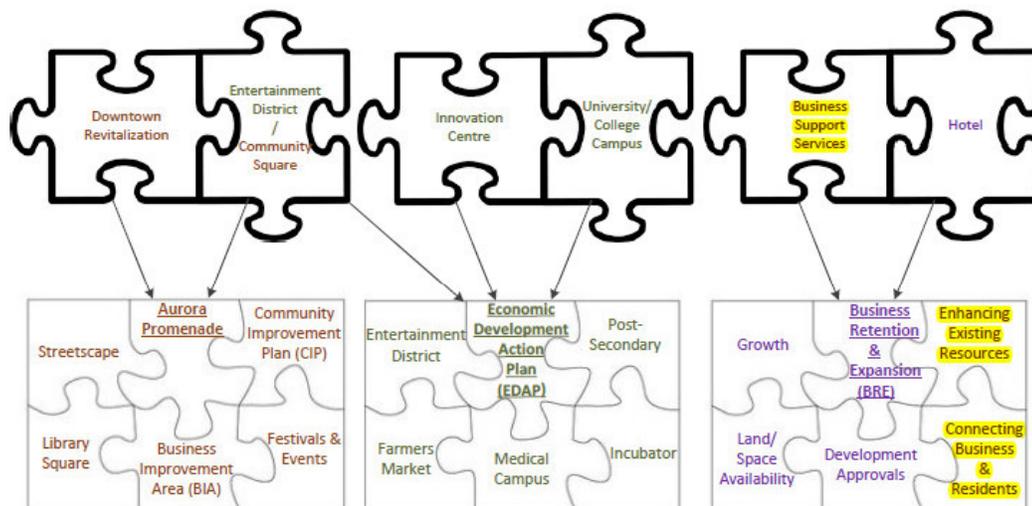
September 10, 2015

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Connections to programming may include the business concierge program, Community Improvement Program, the businessaurora.ca website, and others.

With some of these programs being newly available to prospective businesses offers an incentive for the timely re-introduction of a complementary business ambassadors program at this point in time.

In terms of strategy linkages, a business ambassadors program is supported through both the Business Retention & Expansion action plan, and the Economic Development Action Plan, by leveraging access to existing business' networks. In terms of fit with the EDAC plans flow chart, presented May, 2015, it would fit under Business Support Services, and Enhancing Existing Resources, or Connecting Business and Residents.



Based on previous criteria, a small but dynamic group of key business people will be sought who:

- Have a history of and/or commitment to positive civic involvement;
- Have international, national and provincial business connections;
- Have a high business contact rate in their normal business undertakings;
- Possess a high level of credibility in their business community;
- Are willing to be unabashed, enthusiastic supporters of the Town of Aurora

An Aurora Business Ambassador will be expected to:

- Promote Aurora whenever possible, during the course of normal business activities, as a place to live, work, and play, drawing from personal perspective.
- Pass on prospective clients to Town of Aurora economic development staff, so that formal contacts can take place.
- Provide feedback to staff and EDAC on the ambassadors program, and others.

September 10, 2015

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Tools available to Aurora Business Ambassadors will include:

- An introductory letter
- Town of Aurora Community Profiles
- Promotional items such as pins, pens, and Town-branded apparel
- Shortlist of other readily available resources and contacts

Business Ambassadors will be encouraged to participate in regular two-way communication with Town staff, and will be invited to a reception once a year to exchange information.

NEXT STEPS

A call will be put out via media and communication channels to members of the business community, to solicit expressions of interest in becoming Aurora Business Ambassadors.

A page on the Town's economic development website, www.businessaurora.ca, will be set up to host information about the Business Ambassadors program and an application form. The application form is envisioned as similar to the application for advisory committee consideration.

Also similar to advisory committee appointments, applications for the business ambassadors program will be forwarded to Council for their consideration, targeting fourth quarter 2014.

A program budget will need to be set up of approximately \$1,000 for marketing materials.



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Town of Aurora
Planning & Development Services

MEMORANDUM

DATE: October 13, 2015

TO: Mayor and Members of Council

COPY: Patrick Moyle, Interim Chief Administrative Officer
Warren Mar, Director of Legal & Legislative Services/Town Solicitor

FROM: Marco Ramunno, Director of Planning & Development Services

RE: **Additional Public Planning Meeting Date for November 30, 2015**

RECOMMENDATIONS

THAT the memorandum regarding Additional Public Planning Meeting Date for November 30, 2015, be received; and

THAT the additional Public Planning Meeting be scheduled for Monday, November 30, 2015, to deal with future planning applications.

COMMENTS

I am requesting that the Town Clerk schedule an additional Public Planning Meeting date for Monday, November 30, 2015, to deal with future planning applications.



Town of Aurora
Office of the Mayor

MEMORANDUM

DATE: October 13, 2015
TO: Members of Council
FROM: Mayor Geoffrey Dawe
RE: **Lake Simcoe Region Conservation Authority**
Highlights – September 25, 2015 – Meeting of the Board

RECOMMENDATION

THAT Council:

- Receive the correspondence for information
- Endorse the recommendations
- Provide direction



Board Meeting Highlights

September 25, 2015

Announcements:

Low Impact Development Council Workshops

General Manager, Integrated Watershed Management, Ben Longstaff, reminded Board members that four Low Impact Development (LID) Workshops for Council members are planned throughout the Lake Simcoe watershed during the month of October. These workshops will outline the key reasons why changes to stormwater management are needed within the Lake Simcoe watershed. The many benefits of LID will be highlighted, along with current and future plans for new development and retrofit opportunities considering LID.

The four Council Workshops are scheduled to take place from 6:30 p.m. to 9:00 p.m. on the following dates:

Tuesday, October 20th in the City of Orillia

Wednesday, October 21st in the Township of Scugog

Wednesday, October 28th in the Town of Innisfil

Thursday, October 29th in the Town of East Gwillimbury

Interested Council members may contact Theresa Bos at t.bos@lsrca.on.ca for more information.

Presentations:

LSRCA Draft Strategic Plan

Chief Administrative Officer, Michael Walters, overviewed the draft Strategic Plan that staff have been working on for a number of months. He outlined the following four major goals that have been set for LSRCA for the next four years:

1. Support a safer, healthier and livable watershed through exceptional integrated watershed management.
2. Improve knowledge and increase certainty through excellence in research and scientific knowledge.
3. Create a more connected and engaged watershed community through education and engagement.
4. Build a stronger and more valued organization through business excellence.

CAO Walters reviewed the actions and timelines associated with each goal. To view this presentation, please click on this link: [Draft Strategic Plan 2016-2020](#)



Staff Reports:

Budget Status Report

The Board received Staff Report No. 43-15-BOD, prepared by Jaclyn Kane, Finance Coordinator, which provided a summary of revenues and expenditures for the eight month period ending August 31, 2015.

Subwatershed Plan and Implementation Plan for the Ramara Creeks

The Board approved Staff Report No. 44-15-BOD, prepared by Pam Strong, Subwatershed Planning Specialist, which sought approval from the Board of Directors regarding the Subwatershed Plan and an Implementation Plan for the Ramara Creeks.

Review of the Conservation Authorities Act

The Board approved Staff Report No. 45-15-BOD, prepared by Mike Walters, Chief Administrative Officer, which outlined LSRCA's comments for recommended changes to the *Conservation Authority Act*. Staff were directed to send their comments to member municipalities for endorsement.



**MOTION FOR WHICH NOTICE HAS BEEN
GIVEN (September 29, 2015)**

Councillor Tom Mrakas

Date: October 13, 2015
To: Mayor and Members of Council
From: Councillor Mrakas
Re: Design Review Panel

WHEREAS a Design Review Panel (“DRP”) is an independent body that provides an objective expert professional view; and

WHEREAS Heritage is of the utmost importance to the community; and

WHEREAS a DRP advises Council in preserving the uniqueness of properties and the compatibility of any new development to its surroundings; and

WHEREAS the DRP advice is based on professional judgment, understanding of good design principles, conformance with the Town’s Official Plan and other related documents (design guidelines, secondary plans, etc.);

NOW THEREFORE BE IT HEREBY RESOLVED THAT a Design Review Panel be established for the Town to focus on providing advice on:

1. the Promenade area;
2. any properties within the Heritage Resources Area; and
3. any designated or listed properties; and

BE IT FURTHER RESOLVED THAT staff be directed to develop Terms of Reference for the Design Review Panel, including proposed qualifications for the Design Review Panel Members, for Council approval.



MOTION FOR WHICH NOTICE HAS BEEN GIVEN (October 6, 2015)	Councillor Michael Thompson
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DATE: October 13, 2015
TO: Mayor and Members of Council
FROM: Councillor Thompson
RE: Fair Pricing of e-books for Public Libraries

WHEREAS public libraries provide residents with a community space where they can freely access a wide variety of information in both print and digital format; and

WHEREAS municipal governments are key funders of public libraries, appoint public library boards and work in partnership with public library boards to deliver library services that are responsive to community needs; and

WHEREAS electronic books (e-books) are becoming an increasingly preferred medium for library users to access content and information; and

WHEREAS major multi-national publishers are charging public libraries significantly higher costs to purchase e-books for their collections than they charge consumers; and

WHEREAS imposing unreasonably high costs on public libraries to purchase e-books is not an appropriate solution to the publishing industry's concerns regarding the evolution of digital technology, including piracy;

NOW THEREFORE BE IT HEREBY RESOLVED THAT the Town of Aurora requests that the Minister of Tourism, Culture and Sport work with the federal and the other provincial and territorial governments to find a solution that will allow public libraries to purchase e-books from publishers at a fair and reasonable price; and

BE IT FURTHER RESOLVED THAT a copy of this resolution be sent to the Federation of Canadian Municipalities (FCM), the Association of Municipalities of Ontario (AMO), and all municipalities within York Region.

THE CORPORATION OF THE TOWN OF AURORA

By-law Number 5771-15

***BEING A BY-LAW to Confirm Actions by Council
Resulting From Council Meeting on October 13,
2015.***

**THE COUNCIL OF THE CORPORATION OF THE TOWN OF AURORA HEREBY
ENACTS AS FOLLOWS:**

1. THAT the actions by Council at its Council meeting held on October 13, 2015, in respect of each motion, resolution and other action passed and taken by the Council at the said meeting is, except where prior approval of the Ontario Municipal Board is required, hereby adopted ratified and confirmed.
2. THAT the Mayor and the proper officers of the Town are hereby authorized and directed to do all things necessary to give effect to the said action or to obtain approvals where required and to execute all documents as may be necessary in that behalf and the Clerk is hereby authorized and directed to affix the corporate seal to all such documents.

READ A FIRST AND SECOND TIME THIS 13TH DAY OF OCTOBER, 2015.

***READ A THIRD TIME AND FINALLY PASSED THIS 13TH DAY OF OCTOBER,
2015.***

GEOFFREY DAWE, MAYOR

PATTY THOMA, DEPUTY CLERK