



COUNCIL INFORMATION PACKAGE

Friday, February 2, 2024

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MEMORANDUM

TO: Mayor, Council, and Welland Community

FROM: Tara Stephens, City Clerk

DATE: February 2, 2024

SUBJECT: Committees of Council Information/Training Sessions

The City Clerk is holding two (2) information/training sessions for all Advisory Committee volunteers to attend in February 2024.

The information/training sessions will focus on key factors related to Advisory Committees of Council:

- Mandate of our Committees of Council.
- Process for filling vacancies and member appointments.
- Committee information and Terms of Reference.
- Role of Volunteers/Members.
- Role of Councillor Representatives.
- Role of the Staff Liaison.
- Role of the Chair.
- Procedural By-law & Council Code of Conduct.

The training/information sessions are scheduled for 1.5 hours. Volunteers are encouraged to attend one (1) of the training/information sessions.

The training/information sessions are being held on the following dates:

- Thursday, February 8, 2024 at 12 p.m. – Virtual meeting - Zoom
- Thursday, February 22, 2024 at 6 p.m. – In-person attendance, Community Room, Civic Square.

If you are interested in attending please email abc@welland.ca.

MEMORANDUM

TO: Mayor and Council

FROM: Adam Eckhart, Community Emergency Management Coordinator

DATE: February 2, 2024

SUBJECT: Eclipse 2024 Preparedness

2024 Total Solar Eclipse April 8 ‘The Great North American Eclipse’

Get ready for a celestial spectacle! In 2024, a rare solar eclipse will captivate the skies. As the moon aligns with the sun, a moment of awe-inspiring totality will sweep across regions, unveiling the cosmic dance in a breathtaking display. Save the date for this extraordinary celestial event!

City of Welland Eclipse Preparedness

- Planning meetings began in the Spring of 2023
- Ordered eclipse glasses in summer 2023
- Regional and Provincial working groups formed in Spring of 2023
- Confidential Emergency Plan has been circulated to CLT
- 3-phase approach
 - Phase 1: Jan/Feb
 - Identify safety measures for staff and public
 - Consider community events
 - Planning for business continuity, service delivery, personnel needs
 - Develop and circulate an Emergency Plan
 - Phase 2: Feb/March
 - Confirm safety measures and community events
 - Communication to staff; direction, instructions, and issue safety training and PPE
 - Public messaging and communications begin

- Emergency Plan to MCEG
- Phase 3: March/April
 - Final planning meeting
 - Continued internal/external communications
 - April 8 – Event day – activation of Emergency Operations Center
 - MCEG debrief

Planning Key Dates in support of the above Phases

- Jan 17 – CLT – review of EM plan & 3 Phase preparedness plan
- Feb 7 – CLT – Review of PH advice (subject to receiving this)
- Feb 28 – CLT – confirm decisions/plans etc. end of phase 1 move to phase 2
- Mar 5 – MCEG – staff communications, community messaging plan etc.
- April 8 --- Eclipse day EOC Activation
- April 10 – MCEG – hotwash & debrief

Notable Events in Niagara

These events will likely draw the majority of those who wish to attend a formal Eclipse Viewing.

Niagara Falls:

- Viewing event along the Parkway, live stream.
- Expecting it to be well attended – hotels are already booked

<https://www.niagarafallstourism.com/2024-solar-eclipse-niagara-falls-canada/>

Fort Erie:

- Several events planned along the lake/river

<https://www.forterie.ca/en/recreation-and-culture/2024-total-solar-eclipse-in-fort-erie.aspx>

Phases of the Eclipse

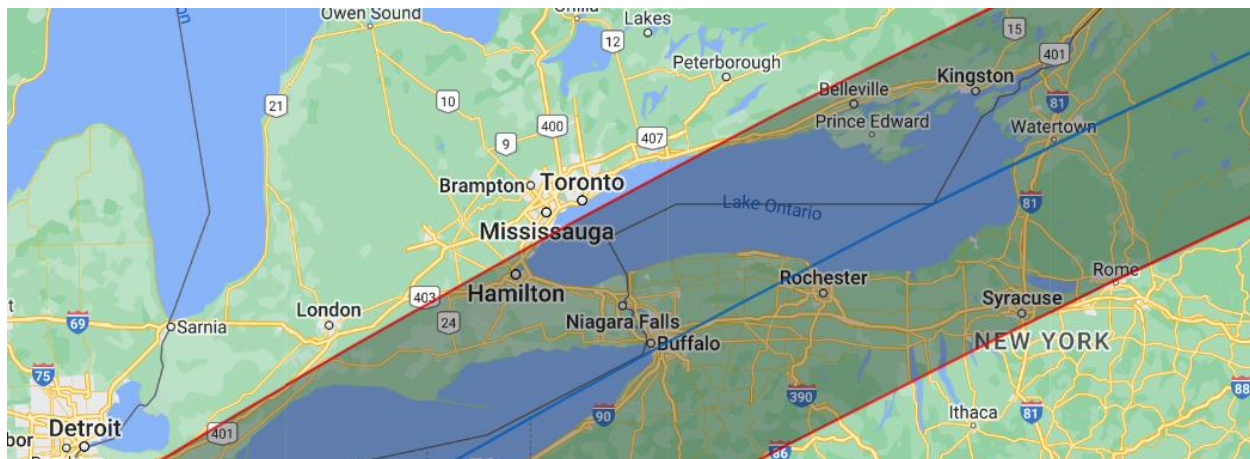
(filter = eclipse viewing glasses are required)



Eclipse Timeline over Welland

Location	Eclipse Begins	Totality Begins	Maximum Eclipse	Totality Ends	Eclipse Ends	Duration of Totality	Duration of Eclipse
Welland	14:04:30	15:18:00	15:19:47	15:21:34	16:31:48	3m, 34s	2h, 27m, 18s

Path of Totality





CORPORATION OF THE TOWNSHIP OF RYERSON

Date: November 28, 2023

Resolution Number: R-186-23

Moved by: Councillor ~~Miller~~ ABBOTT

Seconded by: Councillor Patterson

Be it resolved that Ryerson Township Council supports resolution number RC23265 dated November 7, 2023, from the Municipality of Wawa calling the government to support Bill C-310 and enact amendments to subsections 118.06 (2) and 118.07 (2) of the Income Tax Act in order to increase the amount of the tax credits for volunteer firefighting and search and rescue volunteer services from \$3,000 to \$10,000.

Carried ☒ **Defeated** ☐

(Chair Signature)

Declaration of Pecuniary Interest by: _____

RECORDED VOTE					
Vote called by Clerk in random order, Chair to vote last					
Members of Council		Yea	Nay	Abstention	Absent
Councillors	Beverly Abbott				
	Glenn Miller				
	Delynne Patterson				
	Dan Robertson				
Mayor	George Sterling				

Corporate Services

January 26, 2024

Re: Social and Economic Prosperity Review

Please be advised that the Council of the Corporation of the Town of Orangeville, at its Regular Council Meeting held on January 22, 2024, approved the following resolution:

WHEREAS current provincial-municipal fiscal arrangements are undermining Ontario's economic prosperity and quality of life; and

WHEREAS nearly a third of municipal spending in Ontario is for services in areas of provincial responsibility and expenditures are outpacing provincial contributions by nearly \$4 billion a year; and

WHEREAS municipal revenues, such as property taxes, do not grow with the economy or inflation; and

WHEREAS unprecedented population and housing growth will require significant investments in municipal infrastructure; and

WHEREAS municipalities are being asked to take on complex health and social challenges – like homelessness, supporting asylum seekers and addressing the mental health and addictions crises; and

WHEREAS inflation, rising interest rates, and provincial policy decisions are sharply constraining municipal fiscal capacity; and

WHEREAS property taxpayers – including people on fixed incomes and small businesses – can't afford to subsidize income redistribution programs for those most in need; and

WHEREAS the province can, and should, invest more in the prosperity of communities; and

WHEREAS municipalities and the provincial government have a strong history of collaboration; now

THEREFORE, BE IT RESOLVED THAT the Town of Orangeville requests the Province of Ontario commit to undertaking with the Association of Municipalities of Ontario a comprehensive social and economic prosperity review to promote the stability and sustainability of municipal finances across Ontario; and

FURTHER THAT a copy of this motion is sent to the Premier of Ontario, Doug Ford; the MPP, Sylvia Jones; and all municipalities in Ontario.

Carried.

Yours truly,

A handwritten signature in cursive script that reads "Raylene Martell".

Raylene Martell
Town Clerk

January 24, 2024

Your Worship and Members of Council,

I am writing to inform you of our concerns with the [Ontario Energy Board's \(OEB\) decision on Phase 1 of the Enbridge Gas 2024 rebasing application](#), issued on December 21, 2023. The disappointing decision puts future access to natural gas in doubt and sets a deliberate course to eliminate natural gas from Ontario's energy mix. This decision is about the millions of Ontarians who rely on natural gas to keep their homes warm, and the many businesses throughout Ontario who depend on natural gas for day-to-day operation.

Our 2024 rate rebasing application was designed to provide our customers with safe and reliable natural gas at a reasonable cost, in addition to measured steps to help Ontario advance a practical transition to a sustainable energy future. Natural gas plays a critical role in Ontario's energy evolution mix while supporting the reliability of Ontario's electricity system. Natural gas meets 30 percent of Ontario's energy needs, which can not be easily or quickly replaced.

We are taking action to secure the future of natural gas in your communities. We are filing a motion in late January to review evidence with the OEB and seeking a judicial review of this decision.

Without natural gas, communities across Ontario will feel the impacts of this decision in their everyday lives – the stakes are high.

- **Energy Affordability:** Those looking to connect to natural gas will be required to pay an upfront fee, which creates a significant financial barrier to all forms of residential and commercial development. This resulting fee adds thousands of dollars to individual consumers' cost to obtain or expand gas service.
- **Economic Growth:** This decision will put economic developments in your community at risk. The decision limits the ability of future expansion projects to support regional investment to meet the ever-growing energy needs in your community and communities across Ontario. That includes greenhouses, grain dryers, industrial parks, and any new businesses or housing developments seeking access to natural gas.
- **Energy Access:** Preserving customer choice is critical. Constraining access to natural gas through a reduction in capital will significantly limit the future development of essential energy infrastructure vital to moving manufacturing, agriculture, and the consumer goods industry in Ontario.
- **Energy Security:** On an annual basis, natural gas delivers twice the energy to Ontario than electricity, and five times the maximum peak capacity of Ontario's electricity grid at a quarter of the cost. Even in the worst weather conditions, our reliable natural gas system delivers.

As local leaders across the province, your voice matters, and we encourage you to take action.

Reach out to your MPP to share your support for the government's [quick action](#) and write the OEB about the consequences of reduced access to the natural gas grid to support economic development, housing growth, energy reliability. Use your voice to acknowledge the need for natural gas and infrastructure in Ontario today and into the future while we take a measured step towards energy transition.

We ask that you reach out to your municipal advisor or find us at municipalaffairs@enbridge.com to get started.

Sincerely,



Michele Harradence
President
Enbridge Gas Inc.



Legislative Services
Town of Newmarket
395 Mulock Drive
P.O. Box 328 Station Main
Newmarket, ON L3Y 4X7

clerks@newmarket.ca
tel.: 905-953-5300
fax: 905-953-5100

January 29, 2024

Sent via email

Attn: Minister of Municipal Affairs and Housing

RE: Notice Policy and Procedure By-law Update

I am writing to advise you that at the Town of Newmarket Council meeting held on January 22, 2024, Council adopted the following recommendations regarding the above referenced matter:

1. That the report entitled Notice Policy and Procedure By-law Update dated January 15, 2024 be received; and,
2. That the updated Notice Policy be adopted; and,
3. That the Procedure By-law amendment be adopted; and,
4. That Council supports the resolution of the Township of McKellar, that the Provincial government make an amendment to the Legislation Act, 2006 to include digital publications as an acceptable means of publication for notice requirements for all provincial acts and regulations; and,
5. That a copy of this resolution be submitted to the Minister of Municipal Affairs and Housing, Paul Calandra; Attorney General, Doug Downey; The Association of Ontario Municipalities (AMO); and all Ontario Municipalities; and,
6. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

Yours sincerely,

Kiran Saini
Deputy Clerk

KS:eth



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395 Mulock Drive
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clerks@newmarket.ca
tel.: 905-953-5300
fax: 905-953-5100

Copy:
Doug Downey, Attorney General
Association of Ontario Municipalities (AMO)
All Ontario municipalities



**Town of Newmarket Council Extract
Council - Electronic**

Title: Notice Policy and Procedure By-law Update

Date: Monday, January 22, 2024

Moved by: Councillor Twinney

Seconded by: Councillor Kwapis

1. That the report entitled Notice Policy and Procedure By-law Update dated January 15, 2024 be received; and,
2. That the updated Notice Policy be adopted; and,
3. That the Procedure By-law amendment be adopted; and,
4. That Council supports the resolution of the Township of McKellar, that the Provincial government make an amendment to the Legislation Act, 2006 to include digital publications as an acceptable means of publication for notice requirements for all provincial acts and regulations; and,
5. That a copy of this resolution be submitted to the Minister of Municipal Affairs and Housing, Paul Calandra; Attorney General, Doug Downey; The Association of Ontario Municipalities (AMO); and all Ontario Municipalities; and,
6. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

Carried

Notice Policy

Policy Number: Corp. 1-02

Policy Statement and Strategic Plan Linkages

The Municipal Act, 2001 as amended requires that a municipality shall adopt and maintain a policy with respect to the circumstances in which the municipality shall provide notice to the public and the form, manner and times notice shall be given.

Purpose

This policy will outline the circumstances of notice and the form, manner and times that notice shall be given on matters where there is statutory notice required pursuant to the Municipal Act, 2001, the Ontario Heritage Act, and the Planning Act as amended. This policy does not intend to address notice requirements that may be required by other legislation or policy.

Definitions

In this policy:

Digital Newsletter means an online publication that the Town uses to communicate information.

Newspaper means a printed publication having general circulation in the municipality.

Notice means a digital or printed notification available to the public.

Town means the Corporation of the Town of Newmarket.

Website means the official Town of Newmarket website.

Provisions

1. The minimum public notice requirements and times are set out in Schedule "A" attached.
2. Notices that are to be published on the Website shall be the responsibility of the appropriate Town staff member (i.e., affected department).
3. Notices shall be written in plain language and in an accessible manner.
4. Notices shall include the following information as appropriate:

- 4.1. A description of the proposed action or the purpose and effect of the proposed by-law.
 - 4.2. The date, time, and location of the meeting (if required).
 - 4.3. Instruction on obtaining additional information, submitting comments, or attending a public meeting.
5. Staff may choose to provide additional or more comprehensive methods of notice at their discretion.
6. If a matter for which notice was given under this policy is deferred, adjourned, or continued to a future Committee of the Whole or Council meeting:
 - 6.1. All statutory requirements for notice of the future meeting will be complied with, if required.
 - 6.2. For non-statutory matters a public statement will be made at the meeting advising that the matter has been deferred, adjourned or continued to a future meeting specified in the statement.

Urgency Provision

If a matter arises which in the opinion of the Chief Administrative Officer in consultation with the Mayor is considered to be of an urgent or time sensitive nature, the notice requirements of this policy shall be waived and the appropriate staff shall make best efforts to provide as much notice and in the manner that is reasonable under the circumstances.

Cross-References

Accountability and Transparency Policy
Procedure By-law 2020-12 as amended.
Sale of Land Policy
Community Engagement Policy
Delegation By-law 2016-17 as amended.

Contact

Legislative Services, clerks@newmarket.ca

Details

Approved by: Council
Approval Date:
Policy Effective Date:
Last Revision Date: December 7, 2017
Revision No: 002

Appendix A – Notice Standards

1. Council and Committee of the Whole meetings

Legislative requirement per the Municipal Act, 2001, s. 238 (2.1): The procedure by-law shall provide for the public notice of meetings.

Town's Notice Standard: The Procedure By-law will provide the form, manner and time for notice of public meetings.

2. Planning Act notices

Legislative requirement per the Planning Act: There are various requirements under the Planning Act for public notice depending on the matter.

Town's Notice Standard: Notice will be provided in the form, manner and time required by the Planning Act. Where the Planning Act requires public notice in a newspaper, notice shall be given in accordance with the definition of Notice in this policy.

3. Change in composition of Council and changes to ward boundaries

Legislative requirement per the Municipal Act, 2001, s. 222 (3): Notice must be provided of the passing of a by-law within 15 days after adoption specifying the last date for filing of an appeal.

Town's Notice Standard: Notice will be provided in writing, on the Town's website and in the Town's Digital Newsletter within 15 days after adoption of a by-law to change the composition of Council or to the ward boundaries.

4. Financial statements

Legislative requirement per the Municipal Act, 2001, s. 295 (1) (a) (ii): Within 60 days after receiving the audited financial statements for the previous year the treasurer shall publish a notice in a newspaper having general circulation in the municipality that the audited financial statements for the previous year are available.

Town's Notice Standard: Notice will be provided in writing, on the Town's website and in a Digital Newsletter within 60 days after receiving them.

5. Tax sales

Legislative requirement per the Municipal Act, 2001, s. 351 (8): Public notice must be given by the treasurer or their agent of the time and place of the auction, and the name of the person whose personal property is to be sold.

Town's Notice Standard: Notice will be provided in writing, on the Town's website and in any other manner as appropriate within 30 days.

6. Changing the name of a private road

Legislative requirement per the Municipal Act, 2001, s. 48: Public notice must be given of the intention to pass a by-law changing the name of a private road.

Town's Notice Standard: Notice will be provided when a written agenda, containing the change in private road name, is published on the Town's website and within the timeframe as established by the Town's Procedure By-law.

7. Intent to designate a property as having cultural heritage value or interest.

Legislative requirement per the Ontario Heritage Act, s. 26 (4): Where a municipality is required by this Part to publish a notice in a newspaper having general circulation in the municipality, notice given in accordance with a policy adopted by the municipality under section 270 of the Municipal Act, 2001 is deemed to satisfy the requirement of this Part to publish notice in a newspaper.

Town's Notice Standard: A notice required under the Ontario Heritage Act will be provided in writing, on the Town's website for a period of 30 days. The notice will comply in all other respects with the requirements of the Ontario Heritage Act including a description of the property, statement of heritage value, and timeline for a notice of objection.

Procedure By-law Edits due to Local Paper no longer in circulation.

12. Cancellation or Postponement of Meetings

- a) A regular, special, or emergency Meeting of Council or Committee of the Whole or a workshop Meeting of Council may be cancelled or postponed where Quorum cannot be achieved, by Council resolution, in the event of an emergency, or where the Meeting is no longer required, as deemed by the Mayor and/or CAO.
- b) The Clerk gives Notice on the Town's website and time permitting, using the Town's electronic newsletter to indicate the cancellation or postponement of a regular, special, or emergency Meeting of Council or Committee of the Whole or a workshop Meeting. Where time is limited, a Notice is posted at the main entrance to the Municipal Office.
- c) Meetings of other Committees may be cancelled or postponed by the Clerk, Recording Secretary, Chair or other assigned person where Quorum cannot be achieved, due to a lack of business items, by Committee resolution, or in the event of an emergency.

14. Notice of Meetings

- a) The Clerk gives Notice of a Meeting of Council or Committee of the Whole by:
 - i) Providing Council with a regular agenda on each Thursday preceding a Meeting day of Council and each Thursday ten days in advance of a Meeting day of a Committee of the Whole.
 - ii) Providing Council with a revised agenda on each Thursday preceding the Meeting day of the Committee of the Whole.
 - iii) Using the Town's website to indicate the date and time of the Meeting of Council or Committee of the Whole.
 - iv) Time permitting, using the Town's electronic newsletter to indicate the date and time of the Meeting of Council or Committee of the Whole.
- b) The Clerk, Recording Secretary or other assigned person gives Notice of Meetings of other Committees, including regular Meetings of the Joint Council Committee (Central York Fire Services) by:
 - i) Providing an agenda to Committee Members one week prior to the Meeting.
 - ii) Time permitting, using the Town's website to indicate the date and time of the Meeting of the Committee.
- c) The Clerk gives Notice of special Meetings of Council or Committee of the Whole by:
 - i) Providing Council with an agenda in person, by telephone, by mail, or electronic mail at least 24 hours prior to the Meeting.

- ii) Using the Town's website to indicate the date and time of the special Meeting of Council or Committee of the Whole.
 - iii) Time permitting, using the Town's electronic newsletter to indicate the date and time of the special Meeting of Council or Committee of the Whole.
- d) The Clerk gives Notice of emergency Meetings of Council or Committee of the Whole by:
 - i) Providing Notice to Council in person, by telephone, by electronic mail, or in the form of an agenda that indicates the date and time of the Meeting and general nature of the matters to be discussed.
 - ii) Using the Town's website to indicate the date and time of the emergency Meeting of Council or Committee of the Whole.
 - iii) Time permitting, using the Town's electronic newsletter to indicate the date and time of the emergency Meeting of Council or Committee of the Whole.
- e) The Clerk gives Notice of workshop Meeting of Council by:
 - i) Providing, at least 24 hours in advance, Notice to Council in person, by telephone, by mail or electronic mail that indicates the date and time of the workshop Meeting and the general nature of the matters to be discussed.
 - ii) Using the Town's website to indicate the date and time of the workshop, and time permitting.
 - iii) Time permitting, using the Town's electronic newsletter to indicate the date and time of the workshop Meeting.

15. Notice of Meetings Closed to the Public

- a) Where a matter may be considered by Council, Committee of the Whole, or a Committee for discussion in closed session, wherever possible, written Notice will include:
 - i) The fact that the Meeting will be closed to the public as provided by the appropriate legislation;
 - ii) The general nature of the matter to be considered at the closed Meeting.

16. Invalidation of Notice of Meeting

- a) If a Meeting Notice is substantially given, but varies from the form and manner provided in this Procedure By-law, the ability to hold the Meeting and the actions taken at the Meeting are not invalidated.



Town of Newmarket
395 Mulock Drive P.O. Box 328,
Newmarket, Ontario, L3Y 4X7

Email: info@newmarket.ca | Website: newmarket.ca | Phone: 905-895-5193

Posting Statutory Public Notices

January 3, 2023

With the local Newspaper Newmarket Era dissolved due to Metroland filing for bankruptcy, the following are measures to post and advertise Statutory Public Notices.

1. Post to News and Notices on the corporate website
 - a. Content will be under the following category: **Public Notice** and **Planning Notice**
 - b. The news article will appear on the homepage, and a section of the website called Statutory Public Notices.
2. Post to the Newmarket Calendar if a meeting is involved (i.e. statutory public meeting)
3. Advertise on Social Media on X (formerly Twitter) and Facebook. If a Statutory Public Meeting is involved, a Facebook event will be created. All social media posts will be linked back to the Public Notice on the Town's website.
4. If a statutory meeting is involved, advertise on NewmarketToday.ca and YorkRegion.com event pages

Optional:

1. A public service announcement (PSA) with the statutory notice will be sent to the local media. Note: sending out a PSA does not guarantee that a local newspaper will publish an article about the meeting.
2. Monthly Neighbor advertisement: purchase a standing advertisement in Neighbour.
 - a. This is the only printed media publication in Newmarket; however, it is a monthly publication with a longer-lead time and therefore does not meet the objective and Legislative definition of a paper to provide timely, quick turnaround public notice.
 - b. While we can't print a public notice directly in the publication due to lead times, a standing advertisement could include a QR code that drives back to the Newmarket webpage with the latest public notices.



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Notices to the Public: Communication Options

Background:

On September 15, 2023, Metroland Media, the company of the Town of Newmarket's local newspaper Newmarket Era announced the ending of all local papers effective immediately. The dissolution of the local paper also saw the end of the Town's print publication option for statutory notices/meetings and the Town Page (a weekly ad in the Newmarket Era that advertises public events, notices, upcoming Council Meetings and more).

The following are some communications tactics the Town can consider using to continue to provide sufficient public notice to the community.

Internal Resources:

Newmarket Website – newmarket.ca

Newmarket.ca has various components that can be used to advertise public notices, meetings, and events. These include a community calendar, designated webpage, a notice under news and notices that appear on the front of the website.

Pros:

- Town-owned communications vehicle; existing cost
- Ability for the Town to advertise its own news and notices
- Can be updated in a timely manner
- Ability to direct members of the public to visit the Newmarket website in combination with other tactics, such as a media release, social media post, digital ad, banner/road signs and more.

Cons:

- News items can get lost with the amount of information on the website
- Most users do not visit Newmarket's site via the homepage. Many searches through Google to find their desired content
- Requires the user to visit Newmarket's site for more information
- Unable to reach audiences who do not have access to a computer / mobile device

Public Engagement website – heynewmarket.ca

Projects that have a public engagement component are encouraged to have a project page on Heynewmarket.ca. The public engagement tools and tactics make it easier for users to provide

their feedback, learn about the project and stay up to date with the project timelines and more. HeyNewmarket project pages are included on all communications collateral to drive users to the project webpages (i.e. letter to residents, on-site signage at the location of the project, social media and more)

Pros:

- Town-owned communications vehicle; existing cost
- Ability for the Town to communicate project updates
- It is used in conjunction with other tactics such as a media release, social media post, digital ad, banner/road signs and more.
- Ability to direct members of the public to visit the Newmarket website in combination with other tactics.
- Can be updated in a timely manner.

Cons:

- Requires the user to visit this site for more information.
- Unable to reach audiences who do not have access to a computer / mobile device

Council Slides at the beginning of Council Meetings

Prior to the Council meeting starting, a series of Town news and advertisements are cycled on the screen.

Pros:

- Town-owned communications vehicle; no hard costs
- Opportunity as another avenue to push Town messaging out to the public.
- Potential to reach the audience who may be engaged but without computer access who attend Council meetings in person (limited audience)

Cons:

- Limited exposure to the community. Only available to those who are watching the Council Meeting.

LCD Screens (inside and outside facilities)

Newmarket had LCD screens inside and outside of facilities to help promote Town events and news. There is an ability to select which facilities you'd like to have the ads played across.

Pros:

- Town-owned communications vehicle; existing cost
- Ability to reach audiences within and in and around our facilities.
- Does not require access to a computer or mobile device for initial information

Cons:

- News can get lost with other initiatives and campaigns being advertised on the LCD Screens and distractions at facilities
- Inside facility screens require extra design work (not as fluid)
- Doesn't reach people who are not already engaged with the Town in some way.
- Requires user to go to a website for more information

Neighbourhood Mailouts

The Town of Newmarket can consider sending out targeted letter mailout for statutory meetings to a wider audience in conjunction with statutory requirements.

Pros:

- Opportunity to reach audiences at their home.
- Option to ensure residents are aware of upcoming statutory notices.

Cons:

- Higher cost – to send a 11X14 double sided print piece (unaddressed mail) to an estimated 16,416 households and businesses using Canada Post, the mailing costs are estimated at \$2,500 with additional costs for printing. Addressed mail costs are significantly higher at approximately \$20,000 in delivery costs alone.
- Inability to ensure mail gets to residents in a timely manner
- Tighter timelines to have items printed and dropped off at Canada Post for delivery.
- Hand delivery by staff will require many resources.
- Addresses with 'no junk mail' will not receive the letter if it is unaddressed.
- Can be costly and time consuming for staff to produce, get printed professional and then arrange to be delivered by Canada Post. RFP may be required if services exceed \$20k.
- Canada post delivers by delivery routes and postal codes. Some subdivisions may not receive the notice if they border on neighboring municipalities.

Advertisement within the Property Tax Bill

There is an opportunity to include important information as an insert along with the Property Tax Bill. Finance uses an external marketing company to print and issue Property Taxes which may require increased budget and lead time.

Pros:

- Opportunity to reach Newmarket property owners with Town News

Cons:

- Not all property owners opt in to receive a paper property tax bill.
- Renters are excluded from the distribution.
- Can be costly.
- Additional lead time may be required.

Media Release / Public Service Announcement

Newmarket can consider sending out a Statutory meeting announcement to the Town's local and regional media groups which in turn can be published as an article online and or mentioned through a radio update.

Pros:

- Town-owned communications vehicle; existing cost
- Opportunity to leverage online media sites to publish news articles related to statutory meetings

Cons:

- Potential increase in media calls to the department regarding the meeting.
- Media may not pick up all media releases sent to them and publish it into an article.

Social Media Campaigns and Posts

Social media posts on Facebook, X (formerly Twitter) and Instagram are used to promote public notices, meetings, and important information. Social media posts can be organic (non-paid) or paid to reach a wider audience.

Pros:

- Town-owned communications vehicle; low and scaleable cost for paid advertising
- Ability to reach audiences that currently follow the Town's social media channels and or produce paid ads to reach an even wider audience.
- Multiple platforms to reach audiences regarding Town News
- A resource that the Town currently uses and has adopted strategies to reach audiences.

Cons:

- Unable to reach audiences that do not have access to a computer/mobile device or does not follow the Town of Newmarket.
- Less control over who can see social media ads due to social media algorithms. Time-based versus popularity of the post.
- The Town needs to sign up for other forms of social media in order to reach an even wider audience (i.e. Snapd Chat, Tik Tok, online forums such as Reddit etc.)

External Resources:

Digital ads with Newmarket Today

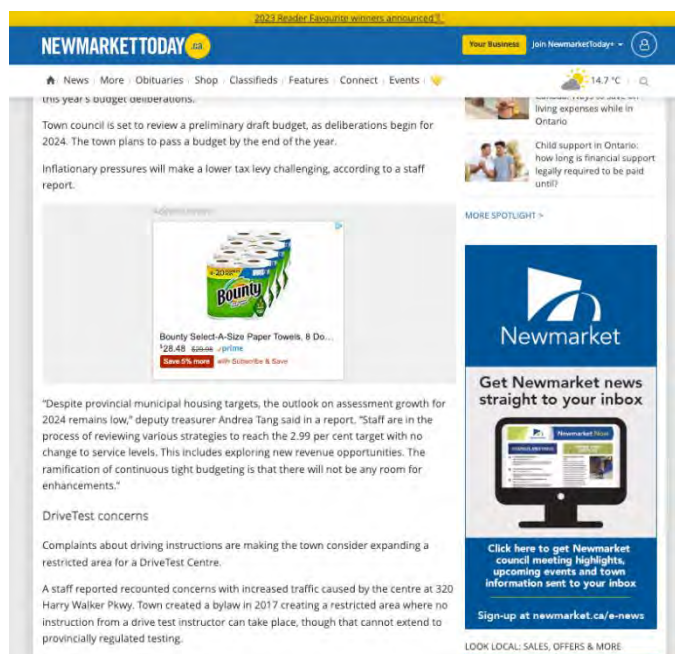
Corporate Communications currently places digital ads with Newmarket Today. These digital ads are placed at random beside news articles throughout the website. The Town currently has three-sizes of ad placements for the site. Two of which can be changed at any time and one that can only be updated once a month.

Pros:

- Opportunity to market long terms initiative and link back to the Town's site if the user wishes to learn more.
- A different channel to market to Newmarket residents and surrounding communities
- Works better for long-term campaigns and initiatives (i.e., to Sign up for a Town's newsletter, or a new initiative such as ASE that has a long educational period timeframe)
- Could consider an ad driving to Meetings and another driving to Development Applications and ensure this page has information clearly available about all upcoming statutory meetings.

Cons:

- External resource; monthly cost per advertisement
- Can be blocked by ad blockers (if the user has ad blockers installed)
- Cannot control the frequency that the user sees the ad (digital ads are at random)
- Low click-through rates due to limited exposure to audiences



Monthly ads with Neighbor (formerly Snap'd)

Neighbor media, formerly known as Snap'd produces a monthly printed magazine that is currently distributed for free inside Newmarket facilities and in and around the community. Neighbor focuses on community events that involve the Town, Councillors, MPs and MPPs.

Pros:

- Option to provide a 'print' version of communication to the community.
- Free distribution from Neighbor in Town facilities and businesses

Cons:

- Unknown readership

- Long lead time given it's a monthly publication, therefore would not meet the public notice objectives for timely notice. However, we could consider a standing paid Town advertisement with a QR code linking to a website with updated information.
- External resource; monthly cost per advertisement

Advertisement within the Newmarket Hydro Bill

NT power provides an opportunity to use a portion of the bill to communicate messages to the bill receivers in Newmarket (450 characters max). One month prior to when you want the notice to go out is preferred as NT power has planned programming that may need to be shifted.

Pros:

- Opportunity to reach Newmarket Property Owners/Renters
- No external costs

Cons:

- Not all renters or landlords receive Hydro Bills
- Message may not be conveyed since this is appearing on the hydro bill. Topics will need to be tied back to have a connection with Hydro or services.
- Managed by Newmarket Hydro and the Town may not have priority in posting messages.

Interim Solution

- Post statutory ads on the Town's website with a link to the full ad, and supplement the advertising of the ads via the Town's current communications channels (i.e. social media, e-newsletter etc.)
 - **Consider:** Statutory Ads can be sent out as an advisory to the local media.
 - Newmarket will supplement this by posting the ad on the website and advertising the meeting on various communication channels.
 - **Note:** This option may lead to more media calls, and we cannot guarantee if the media will pick up and advertise the meeting.
 - Use existing communication channels to encourage residents to sign-up for e-news. Campaigns can be conducted to entice users to sign up. Include signage at facility kiosks or pull up banners to encourage people to sign-up for news
- Print hard copies of the e-newsletters and place a few copies at high-traffic facilities (i.e. Seniors Meeting Place). Consider also distributing or posting at select facilities outside of Town, such as condos, doctor's office waiting rooms.
- Monthly Neighbor advertisement: purchase a standing advertisement in Neighbour.
 - This is the only printed media publication in Newmarket; however, it is a monthly publication with a longer-lead time and therefore does not meet the objective and Legislative definition of a paper to provide timely, quick turnaround public notice.
 - While we can't print a public notice directly in the publication due to lead times, a standing advertisement could include a QR code that drives back to the Newmarket webpage with the latest public notices.

Longer Term Solution

- Conduct a town-wide survey on the Town's communications and how residents would like to receive information. This can be done via phone, at community events, and an all household/business mail-out.
- Options can include, how they would like to be informed of meetings and public input opportunities and general Town news.
- Findings from the survey will help make data-based decisions to determine the next steps on how to proceed with Town communications.

Other Solutions require more research into the legalities.

- Become our own news source. Using blogs, publish our own news and promote it on our own social media channels, effectively becoming our own news source to be a 'local paper'.



Township of McKellar

701 Hwy #124, P.O. Box 69, McKellar, Ontario POG 1C0

Phone: (705) 389-2842

Fax: (705) 389-1244

October 19, 2023

Hon. Doug Downey
Attorney General
McMurtry-Scott Bldg 11th Flr, 720 Bay St.
Toronto, ON M7A 2S9

Sent via email: Doug.Downey@ontario.ca

RE: Call for an Amendment to the *Legislation Act, 2006*

Dear Mr. Downey,

At the Regular Meeting of Council held on October 17, 2023, the Council of the Corporation of the Township of McKellar carried the following resolution:

Resolution No. 23-671

Moved by: Councillor Kekkonen

Seconded by: Councillor Zulak

WHEREAS Metroland Media Group has sought bankruptcy protection and will cease the print publication of its weekly community newspapers across Ontario, moving to an online-only model; and

WHEREAS Neil Oliver, Chief Executive Officer and President of Metroland Media Group, said the 71 Metroland community publications will be digital only going forward; and

WHEREAS the *Legislation Act, 2006* provides a definition of “newspaper” which applies to every Ontario Act and Regulation, as in a provision requiring publication, means a document that, (a) **is printed in sheet form**, published at regular intervals of a week or less and circulated to the general public, and (b) consists primarily of news of current events of general interest; (“journal”); and

WHEREAS Ontario Municipalities are required to follow publication and notice requirements for Provincial Acts and Regulations; and

WHEREAS communities such as the West Parry Sound Area cannot comply with publication requirements in Provincial Acts and Regulations as the Parry Sound North Star news publication is no longer being printed in sheet form and there are no other local news publications fitting the definition of “newspaper”; and

WHEREAS some small, rural, Ontario Municipalities may not have the means to bring an application to the Court to ask for directions and approval of an alternate manner of providing notice;

NOW THEREFORE BE IT RESOLVED THAT the Council of the Corporation of the Township of McKellar does hereby request the Provincial government to make an amendment to the *Legislation Act, 2006* to include digital publications as an acceptable means of publication and notice requirements for Provincial Acts and Regulations; and

FURTHER request the support of all Ontario Municipalities; and

FURTHER THAT this resolution be forwarded to the Minister of Municipal Affairs and Housing, Paul Calandra; Parry Sound-Muskoka MPP, Graydon Smith; The Association of Ontario Municipalities (AMO); CEO and President of Metroland Media Group, Neil Oliver and all Ontario Municipalities.

Carried

Regards,



Karlee Britton
Deputy Clerk
Township of McKellar
deputyclerk@mckellar.ca
(705) 389-2842 x5

cc:

Paul Calandra, Minister of Municipal Affairs and Housing
Graydon Smith, MPP Parry Sound-Muskoka
The Association of Ontario Municipalities (AMO)
Neil Oliver, CEO & President, Metroland Media Group
All Ontario Municipalities

This email may contain confidential and/or privileged information for the sole use of the intended recipient. Any review, disclosure, or distribution by others is strictly prohibited. If you have received this email in error, please contact the sender immediately and delete all copies.

From: AMO Events <events@amo.on.ca>
Sent: Monday, January 29, 2024 2:01 PM
To: Tara Stephens <tara.stephens@welland.ca>
Subject: AMO Councillor Training 1.0

WARNING: This email originated from an external sender. eMail from City of Welland email accounts will not begin with this warning! Please do not click links or open attachments unless you are sure they are safe!



EDUCATION

AMO Councillor Training 1.0

February 14, 2024: 9:00 AM (EST) – 5:00 PM (EST)

(Virtual)

AMO continues to develop ways to support you in your role around the council table.

Our Councillor Training 1.0 provides an opportunity for you to delve into a number of the key areas of your oversight and responsibility in a forum where you can ask questions that you can't always raise locally.

This interactive workshop digs into the nuance and expectations of:

- Roles and Responsibilities
 - The role of Municipal Staff
 - Councillors as Individuals versus/and as a Member of Council
 - Personal liability
 - Municipal Conflict of Interest
 - Code of Conduct
 - The Role of Integrity Commissioners
- Provincial legislation and policy
- Municipal Finance and Strategic Planning
- Fiscal responsibilities, and realities
- Financial Reporting and Asset Management
- Human Rights and Equity

This one-day workshop will be offered **virtually**.

Fee: \$575.00 (+HST)

A \$75.00 cancellation fee applies.

Participation is limited to 30 per session.

Dates:

February 14, 2024

May 14, 2024

****Sessions are from 9:00 AM to 5:00 PM****

[Register Here for Councillor Training 1.0](#)

Watch for **[AMO's Councillor Advanced Councillor Training Series-Under Pressure Making it All Work](#)**, coming soon.

See information on other AMO Education opportunities **[here](#)**.

Testimonials:

"Well worth the time – whether new to the job or seasoned"

"My father served as Councilor, Deputy Mayor, Mayor, and Warden so I thought I knew a lot about councils. Wrong! I highly recommend this course for the information and links to resources new members will require."

*"I was feeling a little lost in my small rural Township as a newly elected council member. Taking this training helped me to realize that my feelings were normal and on the correct path. The presenters helped me to understand my role, the major pillars and responsibilities of being a council member and most importantly, continued my passion for why I ran in the first place. I highly recommend this training to newly elected council members and those with experience. **We are all lifelong learners!**"*

<https://www.youtube.com/watch?v=MM8-Oy0IHdg>

Inquires: **events@amo.on.ca**



ORANGEVILLE POLICE SERVICES BOARD

c/o Town of Orangeville – 87 Broadway, Orangeville L9W 1K1 Telephone: (519) 941-5650
Fax: (519) 940-8275

Chair T. Taylor • Vice-Chair I. McSweeney • L. Post • K. Krakar

January 30, 2024

On January 16, 2024, the Orangeville Police Services Board passed the following resolution:

“WHEREAS the safety and well-being of the Orangeville community and its residents are of paramount importance to the Orangeville Police Services Board and;

WHEREAS Intimate Partner Violence (IPV) and Gender-Based Violence (GBV) also known as domestic violence, poses a significant threat to the security and welfare of individuals within our community, involving any use of physical or sexual force, as well as emotional and psychological abuse in intimate relationships and;

WHEREAS on August 16th, 2023, Justice Minister Arif Virani acknowledged gender-based violence as an epidemic and committed to addressing this issue comprehensively at the federal level and;

WHEREAS it is imperative for local law enforcement to actively contribute to community safety and well-being by addressing the rising incidents of Intimate Partner Violence, particularly considering the alarming increase during the COVID-19 pandemic;

NOW, THEREFORE BE IT RESOLVED THAT:

- 1. The Orangeville Police Services Board receives and endorses the resolutions by both Orangeville Council and Dufferin County Council with regards to IPV.*
- 2. The Orangeville Police Services Board recognizes IPV as a significant concern affecting the safety and welfare of Orangeville residents.*
- 3. The Orangeville Police Services Board commits to prioritizing the prevention and response to IPV within the community.*
- 4. The Orangeville Police Services Board will collaborate with relevant stakeholders, including local government, community organizations, and social support services, to ensure that the prevention and response to IPV is prioritized in the Community Safety and Well-Being Plan including specific action steps to address IPV.*
- 5. The Orangeville Police Services Board will actively engage in public awareness campaigns and educational initiatives aimed at preventing IPV and promoting healthy relationships within the community.*

BE IT FURTHER RESOLVED THAT:

The Executive Assistant for the Orangeville Police Services Board be directed to share this resolution with the Town of Orangeville, the County of Dufferin, all Ontario Municipalities, and Police Services Boards.”

Sincerely,

The Orangeville Police Services Board

Cc Orangeville Town Council
 Dufferin County Council
 Ontario Municipalities
 Ontario Police Services Boards

January 26, 2024

CL 2- 2024, January 25, 2024

DISTRIBUTION LIST

SENT ELECTRONICALLY

Motion Respecting Comprehensive Review and Overhaul of the Emergency Management and Civil Protection Act, 1990

Regional Council, at its meeting held on January 25, 2024, passed the following motion:

WHEREAS the *Emergency Management and Civil Protection Act, 1990*, and its regulations were established to provide a framework for managing emergencies and civil protection in Ontario and has remained largely unchanged for nearly 20 years;

WHEREAS municipalities across the Province of Ontario are encountering a range of emerging situations that are diverse and increasingly complex that were not adequately envisioned when the *Act* was drafted;

WHEREAS the evolving nature of emergencies, including but not limited to pandemics, cyber threats, climate-related events, mental health crises, and homelessness, requires a modernized and comprehensive legislative framework to empower municipalities to effectively respond and protect their communities;

WHEREAS the review should include the Province reinforcing the spheres of jurisdiction under the *Municipal Act, 2001*, to ensure declarations of emergencies are made in accordance with municipal powers established under the *Municipal Act, 2001*; and

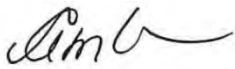
WHEREAS a thorough review and overhaul of the *Act* and its regulations will enhance the capacity of municipalities to prevent, mitigate, prepare, respond and recover from various unforeseen and emergent circumstances.

NOW THEREFORE BE IT RESOLVED:

1. That Regional Council **URGES** the Province of Ontario to engage in a consultative process with municipalities, emergency management professionals, and relevant stakeholders to gather input and insights for the development of updated legislation that reflects the current needs and realities of local communities;

2. That the Regional Chair **BE DIRECTED** to send a letter requesting the Provincial Government to undertake a comprehensive review and overhaul of the *Emergency Management and Civil Protection Act, 1990*, and its regulations to better align with the current and future needs of municipalities in addressing emergent and evolving situations; and
3. That a copy of this resolution **BE CIRCULATED** to the Premier of Ontario, the Minister of Municipal Affairs and Housing, Treasury Board Secretariat, Minister of Small Business and Red Tape Reduction, Niagara's MPs and MPPs, the Association of Municipalities of Ontario, the Federation of Canadian Municipalities and the local area municipalities.

Yours truly,



Ann-Marie Norio
Regional Clerk

:kl

CLK-C 2024-07

Distribution List:

Premier of Ontario
Minister of Municipal Affairs and Housing
Treasury Board Secretariat
Minister of Red Tape Reduction
Associate Minister of Small Business
Local Members of Parliament
Local Members of Provincial Parliament
Association of Municipalities of Ontario
The Federation of Canadian Municipalities
Local Area Municipalities

Resolution
Regular Council Meeting



Agenda Number: 6.7

Resolution Number: 2024-009

Title: Association of Municipalities of Ontario (AMO) Policy Update - Social and Economic Prosperity Review

Date: Wednesday, January 24, 2024

Moved by Mario Zanth

Seconded by Geneviève Lajoie

Whereas current provincial-municipal fiscal arrangements are undermining Ontario's economic prosperity and quality of life;

And whereas nearly a third of municipal spending in Ontario is for services in areas of provincial responsibility, and expenditures are outpacing provincial contributions by nearly \$4 billion a year;

And whereas municipal revenues, such as property taxes, do not grow with the economy or inflation;

And whereas unprecedented population and housing growth will require significant investments in municipal infrastructure;

And whereas municipalities are being asked to take on complex health and social challenges, like homelessness, supporting asylum seekers, and addressing the mental health and addictions crises;

And whereas inflation, rising interest rates, and provincial policy decisions are sharply constraining municipal fiscal capacity;

And whereas property taxpayers, including people on fixed incomes and small businesses, cannot afford to subsidize income re-distribution programs for those most in need;

And whereas the province can, and should, invest more in the prosperity of communities;

And whereas municipalities and the provincial government have a strong history of collaboration.

Be it resolved that the Province of Ontario commit to undertaking with the Association of Municipalities of Ontario a comprehensive social and economic prosperity review to promote the stability and sustainability of municipal finances across Ontario.

Be it further resolved that a copy of this Resolution be circulated to all the municipalities in Ontario.

Carried as amended

Mélissa Cadieux, Clerk