



The Corporation of the Town of LaSalle
Regular Meeting of Council
Agenda

Tuesday, April 23, 2024, 6:00 p.m.

Council Chambers, LaSalle Civic Centre, 5950 Malden Road

Accessible formats or communication supports are available upon request. Contact the Clerk's Office, ljean@lasalle.ca, 519-969-7770 extension 1256.

	Pages
A. Opening Business	
1. Call to Order	
2. Land Acknowledgement Statement	
3. Moment of Silent Reflection and Playing of National Anthem	
B. Adoption of Agenda	
Recommendation	
That the April 23, 2024, Regular Council Meeting Agenda be adopted as presented.	
C. Disclosure of Pecuniary Interest	
D. Adoption of Minutes	6
Recommendation	
That the Minutes of the Regular Meeting of Council and Special Meeting of Council held April 9, 2024, be adopted as presented.	
E. Mayor's Comments	
F. Public Meetings and/or Hearings	
G. Presentations and Delegations	
H. Staff Reports and Correspondence for Council's Action	

1. Request to remove "No Parking" signs from Huntwick Pl. cul-de-sac 13

Recommendation
That the report of the Manager of Roads and Parks dated March 22, 2024 (PW-2024-09) regarding the Request to remove No Parking signs from Huntwick Pl. cul-de-sac be received;

And that, the request be denied, and the "No Parking" signs remain on Huntwick Pl. as currently installed.
2. Chappus Drain Request for Minor Improvement – Partial Drain Enclosure and Appointment of Engineer 17

Recommendation
That the report of the Drainage Superintendent dated April 5, 2024 (PW-13-2024) regarding the request for a minor improvement to the Chappus Drain dated April 3, 2024 be received;

And that Rood Engineering Inc. be appointed as the Drainage Engineer for the Chappus Drain minor improvement project.
3. DeSantel Drain – Termination of Project 20

Recommendation
That the report of the Drainage Superintendent dated April 5, 2024 (PW-12-2024) regarding the DeSantel Drain petition be received; and

That Council accept the withdrawal of the petition and repeal Bylaw 8559 appointing the drainage engineer.
4. Sale of Part Lot 22, Concession 1 to the owners of 7770 Matchett Road 23

Recommendation
That the report of the Legal Counsel dated April 4, 2024 (AD-2024-09) regarding the sale of Part of Lot 22, Concession 1 to the owners of 7770 Matchett Road be received;

That Council authorizes the sale of Part of Lot 22 on Concession 1 immediately to the north of the 7770 Matchett Road, subject to the buyer entering into a Memorandum of Understanding with the Town to the satisfaction of the Town's Legal Counsel;

And further that the Mayor and Clerk be authorized to execute any and all documents that may be necessary to complete this transaction for the above-noted land.

5.	Policy Updates: Media Relations, Social Media, Municipal Digital Signs and Lobby Screens, Advertising	29
	<p>Recommendation</p> <p>That the report of the Director of the Strategy and Engagement Department dated March 14, 2024 (SE-01-2024) regarding Policy Updates: Media Relations, Social Media, Municipal Digital Signs and Lobby Screens, and Advertising be received;</p> <p>And that Council approves the Media Relations Policy;</p> <p>And that Council approves the Social Media Policy;</p> <p>And that Council approves the Municipal Digital Signs and Lobby Screens Policy;</p> <p>And that Council rescinds the Advertising Policy.</p>	
6.	Establishing a Business Network in LaSalle	57
	<p>Recommendation</p> <p>That the report of the Director of Strategy and Engagement dated April 5, 2024 (SE-02-2024) regarding Establishing a Business Network in LaSalle be received for Council's information.</p>	
7.	Purchase of 100 Foot Aerial Platform Fire Apparatus	91
	<p>Recommendation</p> <p>That the report of the Deputy Fire Chief of LaSalle dated April 8, 2024 (FIRE-24-03) regarding the purchase of the new 100 Foot Aerial Platform Fire Apparatus be received;</p> <p>And that, the purchase of a new 100 Foot Aerial Platform Fire Apparatus be approved at a cost of \$2,717,500 (not including HST) and funded through the Fire Capital Reserve;</p> <p>And that, Council authorizes the Mayor and Clerk to execute the agreement as between the Corporation of the Town of LaSalle and Camions Carl Thibault Inc. to give effect to the purchase.</p>	
I.	Consent Agenda	
1.	Procurement- 2024 First Quarter Report	94
2.	2024 First Quarter Property Tax Write Offs	98
3.	Correspondence	
	<p>a. Township of Clearview - Endorsement of Bill C-63 in the House of Commons</p>	101

b.	Township of Terrace Bay - AMO Social and Economic Prosperity Review	103
c.	County of Prince Edward - Call to Action to Meet the Deadline of an Accessible Ontario by 2025	105
d.	Town of Shelbourne - Resolution for Eradicating Islamophobia and Antisemitism	107
e.	Town of Whitby - Ontario Energy Board's Decision to end the Gas Pipeline Subsidy	108
4.	Summary of Reports to Council	110

Recommendation

That items 1 through 4 on the Consent Agenda for April 23, 2024, be received.

J. Committee Matters

1.	Essex County Council Highlights for April 3, 2024	113
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Recommendation

That the Essex County Council Highlights for April 3, 2024, be received.

K. Questions and Statements by Council Members

L. Notices of Motion

Councillor Burns may move or cause to have moved,

That Administration reviews letters of support received from various municipalities and provides direction, by way of a report, to Council on whether the letter should be supported or received.

M. Closed Session

N. By-laws

116

Recommendation

That the following By-laws be given a first, second, and third reading and finally passed:

8872 – A By-law to amend Zoning by-law No. 8600, the Town’s Comprehensive Zoning By-Law, as amended

8876 – A By-law to authorize an agreement with His Majesty the King in the right of the Province of Ontario as represented by the Minister of Transportation related to funding provided under the Dedicated Gas Tax Funds for Public Transportation Program

8877 – To adopt tax rates and to further provide for penalty and interest in default of payment thereof for the year 2024

8878 - A By-law to authorize the sale of Part of Grand Blvd. Plan 731, Sandwich West (aka Gladys Blvd.), now designated as Part 2 on 12R-29675; LaSalle

O. Confirmatory By-law

123

Recommendation

That Confirmatory By-law 8879 be given a first, second, and third reading and finally passed.

P. Schedule of Meetings

Regular Council Meeting May 14, 2024, 6:00 p.m.

Accessibility Advisory Committee Meeting, May 15, 2024, 10:00 a.m.

Committee of Adjustment, May 22, 2024 5:00 p.m.

Regular Council Meeting May 28, 2024, 6:00 p.m.

Q. Adjournment



The Corporation of the Town of LaSalle

Minutes of the Special Meeting of the Town of LaSalle Council

April 9, 2024

4:30 p.m.

Council Chambers, LaSalle Civic Centre, 5950 Malden Road

Members of Council Present:

Mayor Crystal Meloche, Deputy Mayor Michael Akpata, Councillor Terry Burns, Councillor Mark Carrick, Councillor Sue Desjarlais, Councillor Jeff Renaud, Councillor Anita Riccio-Spagnuolo

Administration Present:

J. Milicia, Chief Administrative Officer, P. Marra, Deputy Chief Administrative Officer, J. Astrologo, Director of Council Services/Clerk, G. Beggs, Director of Planning and Development, R. Hyra, Director of Human Resources, D. Langlois, Director of Finance and Treasurer, A. Burgess, Supervisor of Planning & Development, D. Dadalt, Legal Counsel

A. Opening Business

1. Call to Order

Mayor Meloche called the meeting to order at 4:31 p.m.

2. Land Acknowledgement Statement

Mayor Meloche read the Land Acknowledgement Statement.

B. Disclosure of Pecuniary Interest

None disclosed.

C. Staff Report

1. Fence By-law Relief at 271 Bouffard Road

Ms. Tae, property owner of 271 Bouffard Road, addressed Council. She explained that her family's enjoyment of their property has increased since installing the fence, and requested that Council grant her relief from the Fence By-law.

76/23

Moved by: Councillor Burns

Seconded by: Councillor Desjarlais

That the report of the Supervisor of Planning and Development Services dated November 1, 2023 (PD-39-2023) regarding a request to allow a five-foot (1.5 metre) projection beyond the front wall of a dwelling, be received and the relief granted.

Carried.

D. Adjournment

Meeting adjourned at the call of the Chair 4:39 pm.

Mayor

Clerk



The Corporation of the Town of LaSalle

Minutes of the Regular Meeting of the Town of LaSalle Council

April 9, 2024

6:00 p.m.

Council Chambers, LaSalle Civic Centre, 5950 Malden Road

Members of Council Present:

Mayor Crystal Meloche, Deputy Mayor Michael Akpata, Councillor Terry Burns, Councillor Mark Carrick, Councillor Sue Desjarlais, Councillor Jeff Renaud, Councillor Anita Riccio-Spagnuolo

Administration Present:

J. Milicia, Chief Administrative Officer, P. Marra, Deputy Chief Administrative Officer, J. Astrologo, Director of Council Services/Clerk, G. Beggs, Director of Planning and Development, D. Davies, Chief of Police, P. Funaro, Director of Culture & Recreation, D. Hadre, Director of Strategy and Engagement, R. Hyra, Director of Human Resources, D. Langlois, Director of Finance and Treasurer, J. Osborne, Director of Public Works, E. Thiessen, Director of Fire Service/Fire Chief, M. Cappucci, Manager of Engineering, D. Dadalt, Legal Counsel, G. Ferraro, Manager of Finance & Deputy Treasurer, B. MacMillan, Drainage Superintendent

A. Opening Business

1. Call to Order

Mayor Meloche called the meeting to order at 6:00 p.m.

2. Land Acknowledgement Statement

Mayor Meloche read the Land Acknowledgement Statement.

3. Moment of Silent Reflection and Playing of National Anthem

B. Adoption of Agenda

77/24

Moved by: Councillor Riccio-Spagnuolo

Seconded by: Councillor Carrick

That the April 9, 2024, Regular Council Meeting Agenda be adopted as presented.

Carried.

C. Disclosure of Pecuniary Interest

None disclosed.

D. Adoption of Minutes

78/24

Moved by: Councillor Desjarlais

Seconded by: Councillor Renaud

That the Minutes of the Special Closed Meeting of Council held March 19, 2024 and Regular Meeting of Council held March 26, 2024, be adopted as presented.

Carried.

E. Mayor's Comments

Mayor Meloche announced that Sean Kenney's Animal Super Powers® made with LEGO® bricks, officially closed its doors on April 6. She thanked everyone who visited and stated that the exhibit's next location would be announced soon. She expressed gratitude for the turnout at the event and looked forward to upcoming rentals and events at the Event Centre for the remainder of the year.

Mayor Meloche stated that the boat ramp, tennis courts, and pickleball courts are all open for the season. She reminded residents that Earth Day is on April 22, 2024, and encouraged everyone to participate in community clean-up activities. Residents interested in organizing a park or trail clean-up can complete an online form on the town's website, and the town will provide gloves, garbage bags, and dispose of collected garbage in designated areas.

Mayor Meloche noted that yard waste collection in LaSalle begins on Saturday, April 13, 2024, and that residents can refer to the 2024 LaSalle Collection Calendar for future collection days. Yard waste is collected every other week for the entire town.

F. Public Meetings and/or Hearings

None.

G. Presentations and Delegations

None.

H. Staff Reports and Correspondence for Council's Action

1. Appointment of Drainage Superintendent and Drainage Inspector

M. Cappucci, Manager of Engineering, presented the report.

79/24

Moved by: Councillor Riccio-Spagnuolo

Seconded by: Councillor Burns

That the report of the Manager of Engineering dated March 22, 2024 (PW-11-2024) regarding the appointment of a Drainage Superintendent and Drainage Inspector for the Town of LaSalle, be received;

And that Brian MacMillan be appointed as the Drainage Superintendent and Drainage Inspector for the Town of LaSalle.

Carried.

2. Lafferty Drain Minor Improvement – Presentation of Final Report

B. MacMillan, Drainage Superintendent, presented the report.

80/24

Moved by: Deputy Mayor Akpata

Seconded by: Councillor Desjarlais

That the report of the Drainage Superintendent dated March 22, 2024 (PW-2024-08) regarding the Engineer's Report for a Minor Improvement to the Lafferty Drain be received;

And that Council adopts the Engineer's Report on the Lafferty Drain minor improvement project, dated February 16th, 2024, authored by Meo & Associates Inc.;

And that, By-law 8873, being a by-law for the minor improvement of the Lafferty Drain be provisionally adopted.

Carried.

- 3. Administration's response to letter from MPP Anthony Leardi regarding Bill 175

G. Beggs, Director of Planning and Development, presented the report.

81/24

Moved by: Councillor Carrick

Seconded by: Councillor Renaud

That Council endorses the response prepared by the Director of Planning and Development and authorizes Administration to forward the response, dated March 25, 2024, regarding Bill 175 to MPP Leardi's office.

Carried.

I. Consent Agenda

- 1. Correspondence
 - a. Township of Amaranth - Operational Budget Funding
 - b. Tay Valley Township - Declaration of a Climate Change Crisis
 - c. Township of Adelaide Metcalfe - Request to Increase Tile Drain Loan Amount
- 2. Summary of Reports to Council

82/24

Moved by: Councillor Carrick

Seconded by: Councillor Riccio-Spagnuolo

That items 1 and 2 on the Consent Agenda for March 26, 2024, be received.

Carried.

J. Committee Matters

- 1. Accessibility Advisory Committee Meeting February 21, 2024
- Councillor Riccio-Spagnuolo stated that the Town will be hosting an Accessibility Flag Raising Ceremony on May 28, 2024.

83/24

Moved by: Councillor Renaud

Seconded by: Councillor Burns

That the Minutes of the Accessibility Advisory Committee and Committee Matters dated February 21, 2024, be received.

Carried.

K. Questions and Statements by Council Members

Councillor Burns noted that Council receives a lot of resolutions from other municipalities, and he indicated that he would find it helpful if Administration reviewed them and provided a recommendation about whether the resolutions should be supported or received. Mayor Meloche indicated that the current process allows members of Council to support the resolutions or refer them to Administration for input and a report.

Councillor Burns may move or cause to have moved,

That Administration reviews letters of support received from various municipalities and provides direction, by way of a report, to Council on whether the letter should be supported or received.

Deputy Mayor Akpata recently met with the Federation of Anglers and Hunters and had a discussion about boating and invasive species. Deputy Mayor Akpata reminded the boating public about the importance of preventing the spread of invasive species. He emphasized the responsibility that boaters have to clean, drain, and ensure that they do not transport water from different lakes into the ecosystem, which could transport invasive species. Specifically, he reminded boaters of the importance of checking equipment, draining bilges, and cleaning to prevent the transportation of invasive species that could harm our ecosystem.

L. Notices of Motion

Mayor Meloche ceded the Chair to present two (2) notices of motion. Deputy Mayor Akpata assumed the Chair.

84/24

Moved by: Mayor Meloche

Seconded by: Councillor Renaud

That In light of the recent signing of an MOU at Point Pelee between Parks Canada and Caldwell First Nation to explore shared governance of the proposed Ojibway National Urban Park, Administration prepare a report to provide an update or status of the project where it is today and where it is going in the future.

Carried.

85/24

Moved by: Mayor Meloche

Seconded by: Councillor Burns

Whereas the intersections at Martin Lane and Front Road, and Victory and Front Road are owned by the County of Essex, but located within the Town of LaSalle;

And Whereas Front Road has seen an increase in traffic volume, which volume will only further increase with the new developments on Martin Lane;

Be It Resolved that Council support Mayor Meloche and Deputy Mayor Akpata in their efforts to introduce a motion at County Council requesting a traffic control study at the intersections of Martin Lane and Front Road, as well as at Victory and Front Road, to assess the requirement for traffic signalization, to assist not only with the traffic flow but also with pedestrian safety.

Carried.

Mayor Meloche assumed the Chair.

M. Closed Session

None.

N. By-laws

86/24

Moved by: Deputy Mayor Akpata

Seconded by: Councillor Desjarlais

That the following By-law be given a first and second reading:

8873 - A Bylaw to provide for the minor improvement of the Lafferty Drain in the Town of LaSalle, in the County of Essex

Carried.

87/24

Moved by: Councillor Carrick

Seconded by: Councillor Burns

That the following By-law be given a first, second, and third reading and finally passed:

8874 - A By-law to appoint a Drainage Superintendent and Drainage Inspector for the Town of LaSalle

Carried.

O. Confirmatory By-law

88/24

Moved by: Councillor Riccio-Spagnuolo

Seconded by: Councillor Carrick

That Confirmatory By-law 8875 be given a first, second, and third reading and finally passed.

Carried.

P. Schedule of Meetings

Police Services Board Committee Public Meeting April 15, 2024, 5:00 p.m.

Committee of Adjustment April 17, 2024, 5:00 p.m.

Parks, Recreation and Events Committee Meeting April 23, 2024, 4:30 p.m.

Regular Council Meeting April 23, 2024, 6:00 p.m.

Q. Adjournment

Meeting adjourned at the call of the Chair at 6:26 p.m.

Mayor

Clerk



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Mark Beggs, Manager of Roads and Parks

Department: Public Works

Date of Report: March 22, 2024

Report Number: PW-09-2024

Subject: Request to remove No Parking signs from Huntwick Pl. cul-de-sac

Recommendation

That the report of the Manager of Roads and Parks dated March 22, 2024 (PW-2024-09) regarding the Request to remove No Parking signs from Huntwick Pl. cul-de-sac be received;

And that, the request be denied, and the “No Parking” Signs remain on Huntwick Pl. as currently installed.

Report

Through Council, a request has been received from a resident to remove the existing No Parking signage on Huntwick Pl. It is understood that the reason for the request is to increase the available street parking in this area, and to reduce the vehicles parking on both sides of Huntwick Pl.

Fig. 1 shows the location of the existing No Parking signage that is installed.

Included as part of the current bylaw No.8798 – A By-law to regulate Vehicular parking within the Limits of the Town of LaSalle, in section 17. (4), includes that when properly signed, no person shall park a vehicle anywhere within a cul-de-sac along its circular turnaround.

The purpose for this by-law is to allow emergency and maintenance vehicles the space to turn around in a cul-de-sac, without the need to reverse. This includes Fire, Garbage and Plow Trucks to name a few. In consultation with Fire Services and the PW department, it is important that these areas be kept open to allow vehicles space to turn around, as well as perform maintenance operations. Access for garbage trucks is also very important.

Currently, not all cul-de-sacs in LaSalle are signed for No Parking. Parking restriction signs are triggered to be installed through a few different occurrences:

1. When new streets are constructed, full signage is installed after construction is complete;
2. When significant road reconstruction work is undertaken;
3. When Alternating Parking is requested on an existing street, and when operational budget permits them to be completed.

While the request for removal of the No Parking restriction is understandable, it is important that the space required for emergency and maintenance vehicles to maneuver remains the primary concern in all cul-de-sacs. This is the reason behind designing and building these cul-de-sacs this size. Also, the number of areas without parking restriction signs are becoming smaller as we work our way through existing areas and building up new areas. As such, it is not recommended that the signage be removed from Huntwick Pl.

Consultations

LaSalle By-Law Department

LaSalle Fire Department

LaSalle Public Works

Financial Implications

None

Prepared By:



Manager, Parks and Roads

Mark Beggs
Manager of Roads and Parks

Link to Strategic Goals

1. Enhancing organizational excellence - Not Applicable
2. Strengthen the community's engagement with the Town - Not Applicable
3. Grow and diversify the local economy - Not Applicable

4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Yes

Communications

None

Notifications

None

Report Approval Details

Document Title:	PW-09-2024 Cul-de-sac No Parking.docx
Attachments:	- Huntwick No Parking.jpg
Final Approval Date:	Apr 5, 2024

This report and all of its attachments were approved and signed as outlined below:



Jonathan Osborne
Director, Public Works

Jonathan Osborne



Deputy Chief Administrative Officer

Peter Marra



Chief Administrative Officer

Joe Milicia



Legend:



LaSalle File No:
n/a

Applicant: n/a

Date: March 26, 2024

Title:

FIGURE 1 -No Parking Sign Locations

Notes:

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This document is not a Legal Plan of Survey.



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Brian MacMillan, Drainage Superintendent

Department: Public Works

Date of Report: April 5, 2024

Report Number: PW-13-2024

Subject: Chappus Drain Request for Minor Improvement – Partial Drain Enclosure and Appointment of Engineer

Recommendation

That the report of the Drainage Superintendent dated April 5, 2024 (PW-13-2024) regarding the request for a minor improvement to the Chappus Drain dated April 3, 2024 be received;

And that Rood Engineering Inc. be appointed as the Drainage Engineer for the Chappus Drain minor improvement project.

Report

The Town has received a Section 78 (5) request, dated April 3, 2024, through the Drainage Act for a minor improvement to the Chappus Drain. The request was received from the owner of multiple agricultural properties between Malden Road and Matchett Road, North of Golfview Drive. The improvement request is to enclose a section of the drain to improve access across the properties.

Administration is recommending the appointment of Rood Engineering Inc. as the drainage engineer for this work.

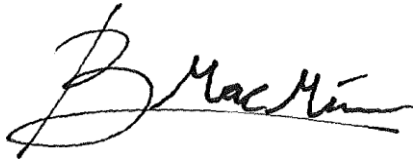
Consultations

N/A

Financial Implications

The cost of the engineering and construction work for this project would be completely borne by the property owner.

Prepared By:

A handwritten signature in black ink, appearing to read "B MacMillan", written over a horizontal line.

Brian MacMillan

Link to Strategic Goals

1. Enhancing organizational excellence - Not Applicable
2. Strengthen the community's engagement with the Town - Not Applicable
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Yes

Communications

The Essex Region Conservation Authority (ERCA) has been notified of the project at the time the request was received and notified of the proposed appointment. The owner and Engineer have also been notified of the proposed appointment.

Notifications

N/A

Report Approval Details

Document Title:	Chappus Drain Minor Improvement - Appointment of Engineer.docx
Attachments:	- on00246e - SEC. 78 MINOR IMPROVEMENT - Signed.pdf
Final Approval Date:	Apr 8, 2024

This report and all of its attachments were approved and signed as outlined below:



Jonathan Osborne
Director, Public Works

Jonathan Osborne



Deputy Chief Administrative Officer

Peter Marra



Chief Administrative Officer

Joe Milicia



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Brian MacMillan, Drainage Superintendent

Department: Public Works

Date of Report: April 5, 2024

Report Number: PW-12-2024

Subject: DeSantel Drain – Termination of Project

Recommendation

That the report of the Drainage Superintendent dated April 5, 2024 (PW-12-2024) regarding the DeSantel Drain petition be received; and

That Council accept the withdrawal of the petition and repeal Bylaw 8559 appointing the drainage engineer.

Report

On March 3, 2021 the Town of LaSalle received a “Petition for Drainage Works by Owners; Form 1” in accordance with section 4 of *The Drainage Act, 1990* requesting the deepening or widening of an existing watercourse that is not currently a Municipal Drain. Although it is not a Municipal Drain formally adopted through bylaw, the existing watercourse in question is commonly referred to as the DeSantel Drain. The petition was signed and submitted by Mr. Bezaire of 9235 Malden Road.

At the April 27, 2021 Town of LaSalle Council Meeting, a report recommending that RC Spencer and Associates was appointed as the Engineer for this project was approved, and bylaw #8559, being a bylaw to appoint RC Spencer and Associates to be the Drainage Engineer for the DeSantel Drain was passed.

On Tuesday February 13, 2024 an onsite meeting was held to review the petition and areas requiring drainage. The meeting was attended by Mr. Bezaire of 9235 Malden Rd, Shane Lafontaine of RC Spencer and Associates, Marvel Hormiz of RC Spencer and Associates, and Brian MacMillan Drainage Superintendent for the Town of LaSalle.

As a result of the onsite meeting and preliminary discussions regarding the Drainage Act process and scope of work necessary to formally create a new municipal drain, the

original and sole petitioner, Mr. Bezaire, has expressed his desire to withdraw the petition and not proceed with any further works at this time.

Considering the above, the Town of LaSalle will be terminating the project and no further action will be taken.

The termination of this project does not preclude the original petitioner, or any other resident, from submitting another petition at any time they may see fit to do so.

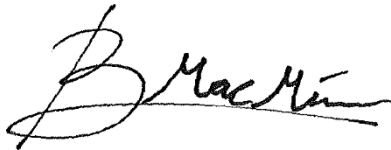
Consultations

RC Spencer and Associates

Financial Implications

The engineering costs incurred to date will be absorbed by the Town's drainage capital budget.

Prepared By:



Brian MacMillan
Drainage Superintendent

Link to Strategic Goals

1. Enhancing organizational excellence - Not Applicable
2. Strengthen the community's engagement with the Town - Not Applicable
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Yes

Communications

N/A

Notifications

All attendees of the onsite meeting held on February 13, 2024 have been notified of this agenda item and Council Meeting.

Report Approval Details

Document Title:	DeSantel Drain - Termination of Project.docx
Attachments:	
Final Approval Date:	Apr 8, 2024

This report and all of its attachments were approved and signed as outlined below:



Jonathan Osborne
Director, Public Works

Jonathan Osborne



Deputy Chief Administrative Officer

Peter Marra



Chief Administrative Officer

Joe Milicia



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Domenic Dadalt, Legal Counsel

Department: Administration

Date of Report: April 4, 2024

Report Number: AD-2024-09

Subject: Sale of Part Lot 22, Concession 1 to the owners of 7770 Matchett Road

Recommendation

That the report of the Legal Counsel dated April 4, 2024 (AD-2024-09) regarding the sale of Part of Lot 22, Concession 1 to the owners of 7770 Matchett Road be received;

That Council authorizes the sale of Part of Lot 22 on Concession 1 immediately to the north of the 7770 Matchett Road, subject to the buyer entering into a Memorandum of Understanding with the Town to the satisfaction of the Town's Legal Counsel;

And further that the Mayor and Clerk be authorized to execute any and all documents that may be necessary to complete this transaction for the above-noted land.

Report

Administration has received a request from the owners of 7770 Matchett Road (the "Owners") to purchase a Part of Lot 22 on Concession 1 immediately to the north of the Owners property. The overall area of the parcel requested can be found on Schedule "A", attached. This parcel of Town-owned land is approximately 10 feet wide by 300 feet deep. The precise measurements will be confirmed by a future reference plan to be commissioned by the Owners.

Currently, there is a Town-owned 300mm storm pipe running through the 10-foot portion of the land, as depicted in Schedule "B", attached.

The land in question is currently zoned as Rural Residential. The purpose of the request is that the Owners are tentatively set to acquire the property immediately to the north at 7750 Matchett Road but wish to consolidate their land holdings and create one contiguous parcel.

Administration supports the recommendation for two reasons. Firstly, as part of the arrangement with the Town selling the 10-foot portion to the Owners, the Owners have agreed to convey back to the Town an easement over the existing storm pipe with a width of 20 feet. This additional width is depicted on Schedule B. From an operational standpoint, if any work is required on the storm pipe, having the additional width allows for greater ease of movement for Town staff and equipment. Secondly, the Owners have agreed to a fair market value purchase price, based on the price per square foot of their purchase of 7750 Matchett Road. This price has been provided to Administration for review and it meets the expectations for the sale of Town-owned property. As the transaction has not formally happened and in an effort to protect the bargaining interests of both private parties, it is Administration's opinion that the specific dollar amount be withheld from this report. However, once the transfers take place, the consideration given will be searchable via title search.

Administration notes that in addition to the land costs to be paid by the Owners, the Owners will also commission a reference plan at their expense, as well as pay for their legal fees associated with this process.

Next Steps

Should Council concur with Administration to proceed with the sale of this parcel of land, these are the following steps to be taken by Administration. Firstly, as the purchase price agreed upon between the Owners and the owners of 7750 Matchett Road is contingent on the Owners' ability to purchase the Town-owned parcel, the Town will enter into a memorandum of understanding ("M.O.U.") with both the Owners and the owners of 7750 Matchett Road. This M.O.U. will outline the timing of the transfers required, the costs associated and will be prepared to the satisfaction of the Town's Legal Counsel.

Once the M.O.U. has been executed, the parties will move to finalize the reference plan identifying the parcel to be sold to the Owners as well as the larger parcel that will be subject to an easement. The easement language shall be prepared by the Town's Legal Counsel to ensure Town staff retain full rights of access to the storm pipe for the purpose of any future maintenance.

Finally, the necessary transfers and easements will be registered by the Town's Legal Counsel in coordination with the respective legal representative of the Owners.

In summary, Administration requests that this report be received by Council and that Council authorize the Mayor and Clerk to execute any documents required to facilitate the transactions proposed herein.

Consultations

Jonathan Osborne, Director of Public Works

Financial Implications

The Owners shall pay all legal fees, Reference Plan costs and the fair market value for the land to be sold.

Prepared By:



Legal Counsel

Domenic Dadalt, Legal Counsel

Link to Strategic Goals

1. Enhancing organizational excellence - Not Applicable
2. Strengthen the community's engagement with the Town - Not Applicable
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Yes
5. Sustaining strong public services and infrastructure - Yes

Communications

Administration has been in contact with representatives for both the Owners and 7750 Matchett Road throughout this process.

Notifications

The representatives of both the Owners and 7750 Matchett Road have been provided a copy of this report in advance of the Council Meeting.

Report Approval Details

Document Title:	Sale of Part Lot 22, Concession 1 to the owners of 7770 Matchett Road.docx
Attachments:	- Schedule A.pdf - Schedule B.pdf
Final Approval Date:	Apr 8, 2024

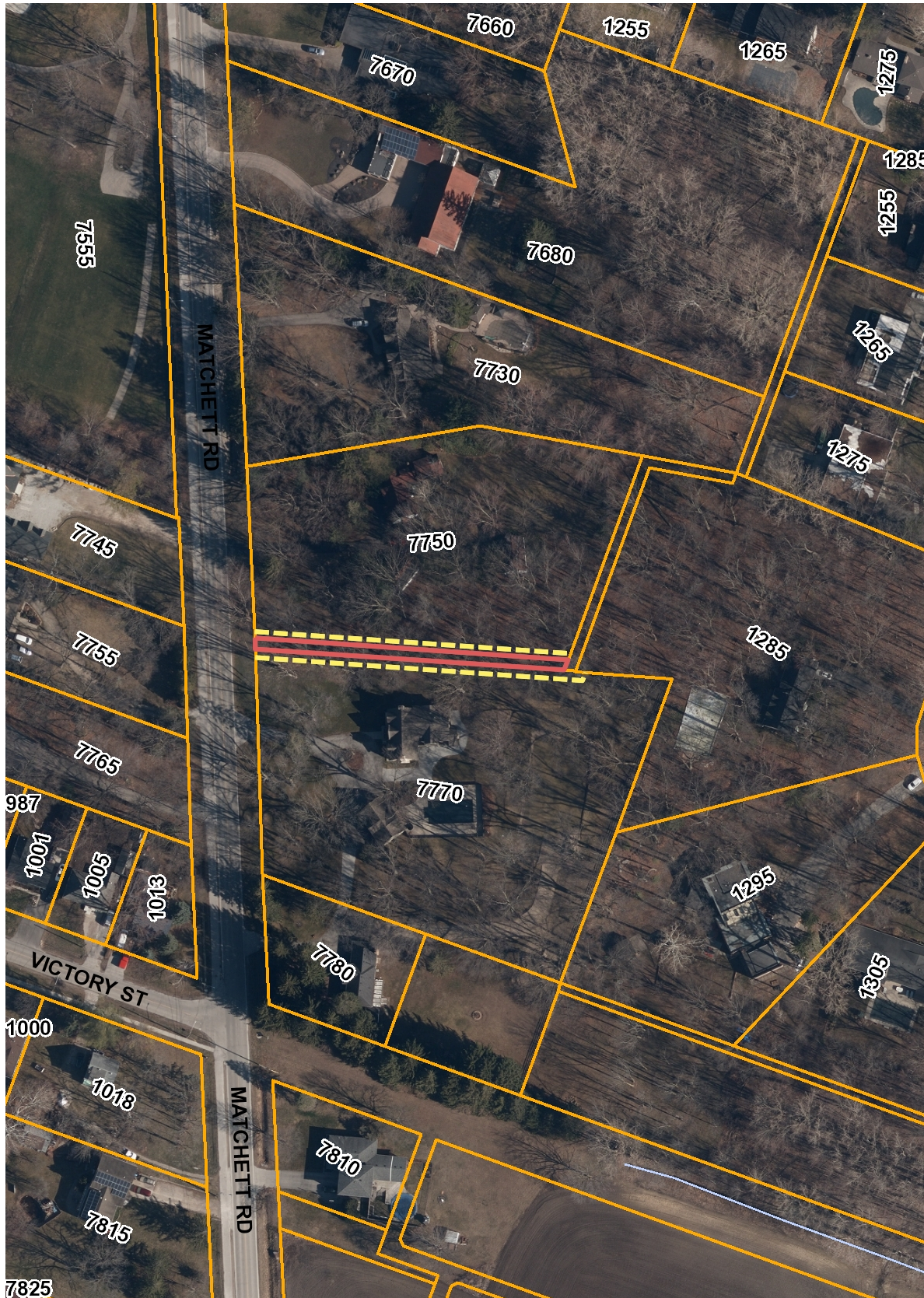
This report and all of its attachments were approved and signed as outlined below:







Chief Administrative Officer

Joe Milicia

Schedule "A" - Overall Area



Legend

-  Essex Terminal Railway
-  Water Features
-  Addresses
-  Parcels

Scale: 1: 1,679.47



0 22.66 45.32 Meters

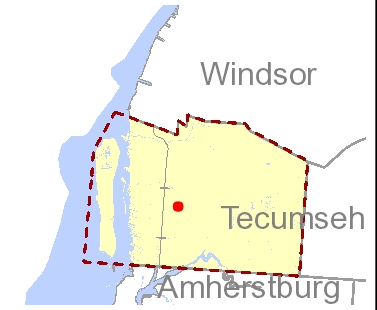
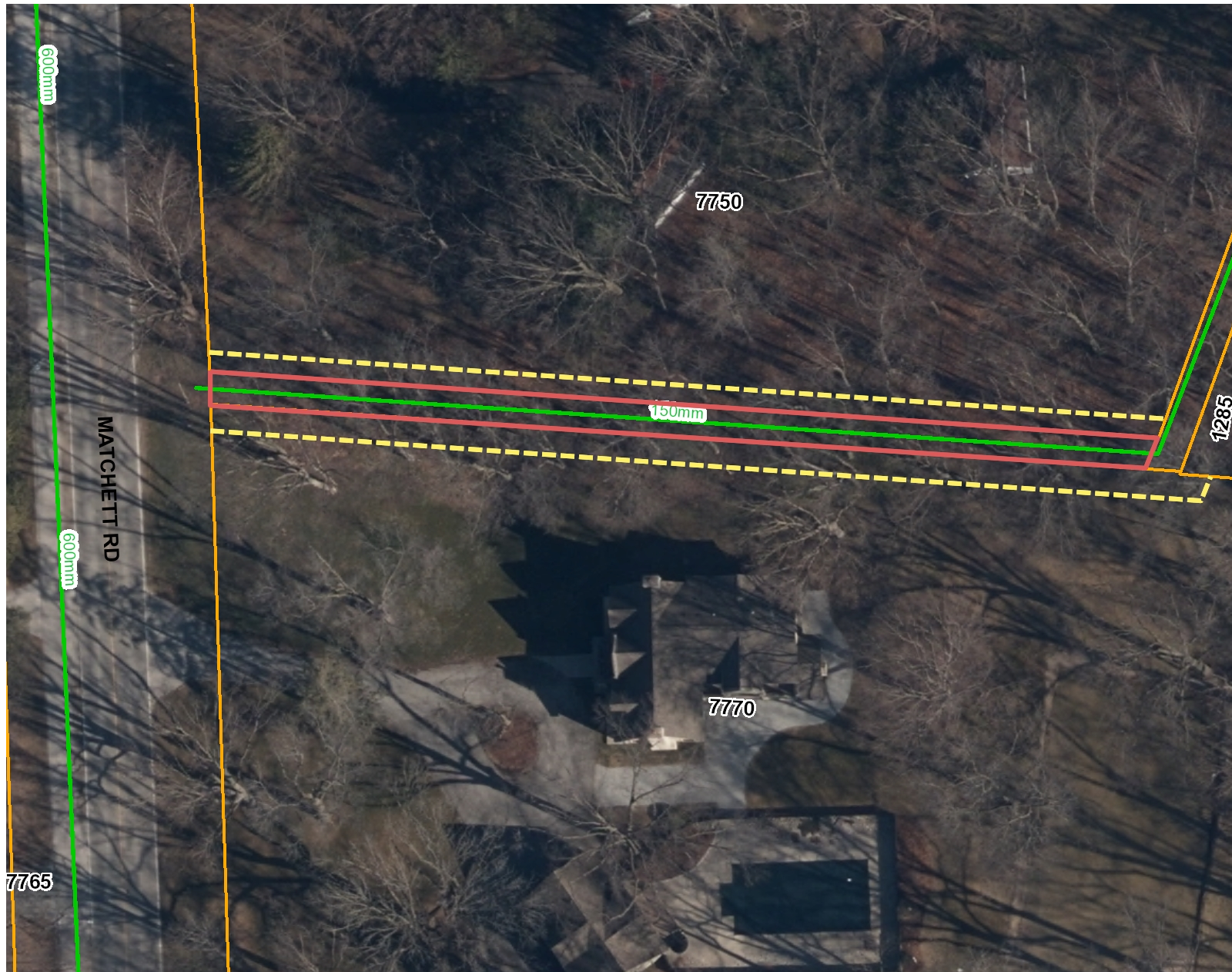
THIS MAP IS NOT A LEGAL SURVEY

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.

Printed: 4/4/2024 2:44 PM

Notes

Schedule "B" - Detail



Legend

- Storm Mains
- + Essex Terminal Railway
- Water Features
- Addresses
- Parcels
- - - Proposed 5' Easements
- Town Owned Land

Scale: 1: 549



0 9

18 Meters

Printed: 4/4/2024

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.
THIS MAP IS NOT A LEGAL SURVEY

Notes



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Dawn Hadre, Director of Strategy and Engagement

Department: Strategy and Engagement

Date of Report: March 14, 2024

Report Number: SE-01-2024

Subject: SE-01-2024 Policy Updates: Media Relations, Social Media, Municipal Digital Signs and Lobby Screens, Advertising

Recommendation

That the report of the Director of the Strategy and Engagement Department dated March 14, 2024 (SE-01-2024) regarding Policy Updates: Media Relations, Social Media, Municipal Digital Signs and Lobby Screens, and Advertising be received;

And that Council approves the Media Relations Policy;

And that Council approves the Social Media Policy;

And that Council approves the Municipal Digital Signs and Lobby Screens Policy;

And that Council rescinds the Advertising Policy.

Report

Media Relations Policy

In consultation with Mayor Crystal Meloche, a change is being recommended to the Media Relations Policy (attached to this report). This policy was introduced in 2015 and outlines the guidelines for how the municipality communicates with members of the media.

When the policy was introduced, the Mayor, Deputy Mayor and all members of Council were designated as official spokespersons. The change being recommended is that the Mayor be designated as the official spokesperson on behalf of all members of Council.

In this scenario, all media inquiries made to any member of Council should be directed to the Mayor for an official comment. The Mayor, at their discretion, may choose to designate another Council Member to respond to a media inquiry.

This change will ensure that all information being shared with the media is current and relevant. There are times when the Mayor may be aware of information that members of Council are not aware of at the time of the request. Based on time restrictions to respond to a media request to meet deadlines, this would be the most appropriate procedure to follow. Department Heads and the Corporate Communication and Promotions Officer will remain as official spokespersons for the Town as they provide professional information in their fields of expertise.

Social Media Policy

The Town of LaSalle's Social Media Policy (attached to this report) was adopted in 2015. The policy has served its purpose over the years, and now requires some updates based on the current online atmosphere. The Strategy and Engagement Department oversees 11 social media accounts, as well as one online engagement platform. Followers and likes have consistently increased over the years, and social media has become one of the most used resources to communicate with the public.

One major change on social media is misinformation and the overwhelming negativity about Town facilities, programs, services, events, staff, and Council Members. This type of commentary is often unnecessary and disheartening for staff. When negative comments are made on the Town's accounts, the Department addresses the comments and has asked some members of the public to remove their comments. Following the guidelines of the Social Media Policy, the Department has also deleted comments from some posts.

The Department continues to encourage the public to follow the Town's official pages, and to use those to communicate with administration. Unfortunately, some people prefer to post to community pages to solicit advice and information from the community. While these pages are generally useful, at times they become extremely negative. It is not productive to debate about issues on social media. As such, administration will continue with the current practice and will not interact on community pages.

The changes to the policy include some minor wording changes and the following points have been added to the policy:

4.1.5 Third parties are not permitted to have access to the Town's Social Media to post content unless they receive written permission from the Director.

Only authorized Town of LaSalle employees have access to the backend of the social media accounts to ensure confidentiality. For consistency of voice, authorized staff develop content.

4.1.17 While the Department will make every reasonable effort to respond to concerns and questions directed to the Town's Social Media, the conversation may be redirected to email and/or phone. This will ensure that any privacy concerns are addressed, character limitations for messages are not inhibiting the response, and the amount of detail required is possible.

At times, it is difficult to have an engaged conversation on social media and another method may be more appropriate. This is especially important when the discussion involves a department other than Strategy and Engagement.

4.2.4 The use of a member of Council's title on Social Media signifies that the member of Council is acting in an official capacity. Members of Council should exercise good judgment when responding to questions on Social Media. If a question posed on any Social Media should be answered by administration, members of Council should direct the public to the Town's Social Media for a response.

Members of Council shall identify where they are expressing personal views, and not the views of all of Council. Members of Council should adhere to the *Code of Conduct for Council Members and Local Boards* when posting to any Social Media.

In consultation with Mayor Crystal Meloche, and based on previous situations on community pages, it would be beneficial for Council Members not to engage in debates on social media, but rather encourage the public to contact Town administration for information and clarification.

Some members of the public negatively post or comment about the Town, Council, and employees. It is important to note that these are a minority and rarely represent the majority of residents. Social media is not an accurate gauge of the pulse of the community.

The best-case scenario is to allow the public to debate among themselves. There has been an increase in members of the public who are questioning posts and responding in defense of the Town. In most cases, the issue ends on its own. If it is directed to the Town through one of the official channels, administration will respond.

4.2.6 Members of Council shall not post or comment on the Town's Social Media. These pages are used to share information on behalf of the Town.

The Department works with all municipal departments to provide responses to comments/questions on the Town's social media accounts. Administration may provide different responses than a member of Council.

4.2.7 Members of Council may be subject to action for violation of this Policy and/or may be subject to investigation by the Integrity Commissioner.

There has been an increase in investigations by Integrity Commissioners across Ontario for the use of social media by council members.

4.2.8 The Town is not able to control comments posted on third-party Social Media sites and does not monitor or comment on these sites. Should the Department become aware of a post and/or comment that negatively affects the

public's perception of the Town, or Employees or members of Council, the Department may contact the page owner to request removal of the content.

The Town will not interact on third-party social media pages, save and except on an authorized community partner page as deemed appropriate by the Director. The Department continues to encourage the public to follow the Town's official social media accounts for current information. Should an employee or member of Council participate on a third-party social media page, they are doing so in a personal capacity, and not in an official capacity on behalf of the Town.

4.3.2 The Department may choose to turn off comments on any post at any time.

The Department understands the importance of sharing information on social media. There is no intention to turn off all comments on social media. From time to time, however, it may be necessary to turn off comments on a specific post. For example, when sharing information from the Windsor Essex County Health Unit about COVID, comments on some posts were turned off to reduce the amount of negativity about COVID protocols. It was more important to ensure accurate information was being shared with the public, rather than responding to misinformation and negativity in the comments.

4.3.3 In the event of an emergency, all regularly scheduled posts may be paused. Official messaging about the emergency will be posted on the Town's Social Media.

In the event of an emergency, all social media accounts will be used to send out official information about the emergency. This information is prepared in collaboration with the Community Emergency Management Coordinator (CEMC) and/or the official contact for the emergency.

In times of emergency, the messages from the Town's accounts must be shared (rather than creating individual posts) to ensure that identical information is always conveyed to the public. Sharing posts from the Town's accounts will also help maintain the Town's messaging as any previous posts that are edited will reflect those changes.

4.3.4 The Town promotes respect in the workplace and is committed to providing a safe and positive experience with all internal and external contacts. It is expected all interactions be courteous, professional, considerate, and respectful.

The public must be aware that there are rules for engagement on the Town's social media accounts to ensure an enjoyable experience for all. The Town appreciates feedback including constructive criticism, suggestions, and questions in a respectful manner. The Town will hide or delete any comments or posts that do not follow the rules included in the policy.

Additions to inappropriate content that will be removed from the Town's social media pages includes:

- **Spam**
- **The sale of goods by a third party, including tickets.**

During the Last Call Before Fall event, the Town experienced several comments on their posts with spam and the sale of fake tickets. Those comments will always be deleted.

Promoting Community Events

There has been an increase in requests from the public to post third-party event information on the Town's social media pages. The Department does recognize the value and importance that this plays in supporting the initiatives of our community and region. The Department has outlined a process for this, and it is included in the Social Media Policy. Please note that the Department will share event information from credible social media pages when asked, however, will not author a new post about a third-party event.

Additions to Criteria for Promoting Community Events

Event organizers are encouraged to advise the Department about upcoming public events at least three weeks prior to the event date. Event organizers are encouraged to tag the Town of LaSalle on their own social media pages with the event flyer and/or details. The Department may share posts from third-party social media sites to the Town sites with relevant event information when time permits. Event organizers can also upload information to the event calendar on the Town's website. The Department will approve all event calendar submissions prior to being publicly posted.

PlaceSpeak and Website Changes

The Department will be launching a new page on PlaceSpeak that will provide information to the public to address misinformation. The intention is not to allow comments on the page, but solely to provide accurate information. This will be linked to the Town's website for reports, meetings, and project pages. Details about the use of the page are being developed.

The Department will also add information to the social media page on the Town's website to remind the public that there are several community pages that are not administered by the Town. Administration will not interact on those pages and encourages the public to follow the Town's official pages for accurate updates and information.

Municipal Digital Signs and Lobby Screens Policy

The Municipal Digital Signs and Lobby Screens Policy (attached to this report) was adopted by Council in 2016. It was updated in 2020 and was recently reviewed making a few changes. Currently, the outdoor digital signs are located at the LaSalle Civic Centre and at the Vollmer Complex. Lobby screens are located at the LaSalle Civic

Centre, the Vollmer Complex, and the Event Centre. The policy has been amended to include digital signs and lobby screens at all Town of LaSalle facilities.

The digital signs and lobby screens are mainly used to share information with the community for municipal messages about services, programs, and events. The Department also accepts requests from other government agencies and non-profit organizations to display messages about community events.

The following guidelines were amended or added to the policy:

4.2.4 The Town is not liable for power outages or other acts beyond its control that affect the ability to utilize municipal Digital Signs or Lobby Screens to convey information on behalf of third parties.

4.3.1 The following Messages shall not be permitted on the Digital Signs and/or Lobby Screens:

- **Material that is protected by copyright without the express written permission of the copyright holder is not permitted.**
- **Messages advocating/encouraging the consumption of alcohol, tobacco, marijuana and/or drugs are not permitted.**
- **Messages advocating and/or encouraging the participation in gambling or games of chance are not permitted.**
- **Material that may violate an individual's privacy is not permitted.**

In the past, paid advertising or commercial messaging was available on the outdoor digital sign at the Vollmer Complex. The intention of this was to sell limited advertising space for individuals or groups using the Vollmer Complex. The sign has not typically been used in that capacity, and with the amount of municipal information to share, it is time to reserve the space solely for Town needs. Paid advertising or commercial messaging is no longer permitted on any digital sign, and further is not allowed on the lobby screens.

Advertisements Policy

The Advertisements Policy was introduced in 2003 and was updated in 2005. This policy outlines how the Town places advertisements and public notices in newspapers. This includes general information, events, programs, services, and legal notices etc. In addition, some departments are required to post information in newspapers to meet the legislation of certain studies and projects.

Based on the different needs, timelines, and budgets of each department, it is difficult to choose one source for advertisements. We recommend that the Advertisements Policy be rescinded and allow each department to continue with the responsibility to place advertisements in newspapers as required. Those decisions are made based on the

content, the deadline to place the advertisement, as well as financial implications. The Department will assist and provide advice in the placement of advertisements as needed.

Consultations

Senior Leadership Team, Manager of Recreation, Corporate Communication and Promotions Officer

Financial Implications

None

Prepared By:



Dawn Hadre, Director of Strategy and Engagement

Link to Strategic Goals

1. Enhancing organizational excellence - Yes
2. Strengthen the community's engagement with the Town - Yes
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Not Applicable

Communications

Not applicable

Notifications

Not applicable

Report Approval Details

Document Title:	SE-01-2024 Policy Updates - Media Relations, Social Media, Municipal Digital Signs and Lobby Screens, Advertising.docx
Attachments:	<ul style="list-style-type: none">- Media Relations Policy January 2024.docx- Social Media Policy January 2024.docx- Social Media January 2024 - Appendix A Corporate Social Media Accounts.docx- Social Media Policy January 2024 - Appendix B Guidelines for Council Members.docx- Municipal Digital Signs Lobby Screens Policy January 2024.docx
Final Approval Date:	Mar 20, 2024

This report and all of its attachments were approved and signed as outlined below:



Chief Administrative Officer

Joe Milicia



Social Media Policy

Policy Number: G-CP-004

Authority: 144/15, 95/19

Date Approved: April 14, 2015

Department Responsible: Strategy and Engagement Department

Revision Dates: March 2024

Review Date: January 2027

Status: Active

1. Policy Statement

- 1.1 The Town is aware of the importance of using Social Media to communicate with and engage members of the community. The Town will ensure open, honest and clear channels of communication through the use of Social Media. The key objectives are to engage the community through two-way communication, increase the awareness of the Town's services, and improve accountability through accurate and timely information posted on the Town's Social Media.

2. Scope

- 2.1 This policy applies to all Town of LaSalle employees, members of Council, members of committees, and volunteers who use Social Media to interact with the public on behalf of the Town, save and except LaSalle Police Services.

3. Definitions

- 3.1 In this Policy,

CAO means the Chief Administrative Officer of the Town.

Department means the Director of the Strategy and Engagement Department and the Corporate Communications Officer.

Director means the Director of the Strategy and Engagement Department or their designate.

Employees means all employees, members of committees, volunteers and any person who has been retained and/or engaged to act on behalf of the Town.

Social Media means the use of various online sites or communication platforms that allow users to interact with other people to share information, provide feedback and bring people together who share the same interests. Examples of social media sites include, but are not limited to: Facebook, X (formerly Twitter), Instagram, YouTube, LinkedIn, PlaceSpeak etc. See Appendix “A” for the Town’s social media accounts.

Traditional Forms of Communication means forms of communication which include newsletters, brochures, newspapers, radio and television etc.

Town means the Corporation of the Town of LaSalle.

Website means the Town’s websites that are the primary source for information about the services, programs, events, etc.

4. Policy

4.1 Procedures and Practices

- 4.1.1 The use of Social Media should add value to the Town’s Traditional Forms of Communication and Website. The Town’s Social Media sites will include a link to the Town’s Website to provide the public with a location to review all information, forms, and documents related to the Town.
- 4.1.2 The Town’s logo and/or name will be included on all Social Media sites to identify that the site is maintained by the Town.
- 4.1.3 The Director oversees all of the Town’s Social Media.
- 4.1.4 The Town’s Social Media will be updated regularly and will share timely and accurate information with the public including, but not limited to, official Town business, Council decisions, statements, information about services, programs and/or events, employee recruitment, content to educate and inform the public and other information related to the municipality etc.
- 4.1.5 Third parties are not permitted to have access to the Town’s Social Media to post content unless they receive written permission in advance from the Director.
- 4.1.6 Those authorized to post to the Town’s Social Media must, at all times, conduct themselves in the best interest of the Town.
- 4.1.7 Those who will be posting to the Town’s Social Media will be trained by the Department. Trained Employees are trusted to have access to login and password information that is owned by the Town. All user names and/or passwords will be set/changed by the Director as required.

- 4.1.8 Use of Social Media will comply with current best practices, the *Municipal Freedom of Information and Protection of Privacy Act* and copyright laws.
- 4.1.9 Those authorized to post to Social Media may not disclose confidential or sensitive information related to the Town, its business and/or affairs, elected officials, employees, volunteers, vendors, suppliers, residents, or other stakeholders.
- 4.1.10 Employees and members of Council are urged to like/follow the official Town Social Media and to share content from those pages.
- 4.1.11 At the discretion of the Department, any information, photos or videos that are shared or posted to the Town's Social Media may be used by the Town for promotional and/or other marketing purposes, provided the appropriate permissions have been obtained.
- 4.1.12 The Town's Social Media may be used to conduct surveys and/or questionnaires.
- 4.1.13 Comments, posts and/or messages solicited by the Town and collected for the public record using the Town's Social Media will be treated like any other form of communication, and as such will be subject to the *Municipal Freedom of Information and Protection of Privacy Act*.
- 4.1.14 Town Social Media sites are monitored Monday to Friday from 8:30 am to 4:30 pm and may be monitored outside of these hours during events or in emergency situations.
- 4.1.15 The Department will make every effort to respond to posts/comments from the public on the Town's Social Media within two business days. From time to time, circumstances may arise that delay the response.
- 4.1.16 The Department will review any negative, sensitive or controversial comments with the appropriate department and decide on the course of action.
- 4.1.17 While the Department will make every reasonable effort to respond to concerns and questions directed to the Town's Social Media, the conversation may be redirected to email and/or phone. This will ensure that any privacy concerns are addressed, character limitations for messages are not inhibiting the response, and the amount of detail required is possible.

4.2 Personal Use of Social Media

- 4.2.1 Employees and members of Council are free to use Social Media as private citizens, but are not permitted to comment on Social Media on behalf of the Town unless they have been authorized to do so by the CAO and/or the Director and/or the Mayor.
- 4.2.2 Public service is a public trust, and as such, every Employee and member of Council must be committed to the highest standards of ethical behavior, including while posting and/or commenting on any Social Media sites.
- 4.2.3 Disciplinary action may be considered should any Social Media posts and/or comments be considered to negatively affect the public's perception of the Town or its Employees or members of Council.
- 4.2.4 The use of a member of Council's title on Social Media signifies that the member of Council is acting in an official capacity. Members of Council should exercise good judgment when responding to questions on Social Media. If a question posed on any Social Media should be answered by administration, members of Council should direct the public to the Town's Social Media for a response.
- 4.2.5 Members of Council shall identify where they are expressing personal views, and not the views of all of Council. Members of Council should adhere to the *Code of Conduct for Council Members and Local Boards* when posting to any Social Media.
- 4.2.6 Members of Council shall not post or comment on the Town's Social Media. These pages are used to share information on behalf of the Town. See Appendix "B" for Social Media Guidelines for Council Members.
- 4.2.7 Members of Council may be subject to action for violation of this Policy and/or may be subject to investigation by the Integrity Commissioner.
- 4.2.8 The Town is not able to control comments posted on third-party Social Media sites and does not monitor or comment on these sites. Should the Department become aware of a post and/or comment that negatively affects the public's perception of the Town, or Employees or members of Council, the Department may contact the page owner to request removal of the content.

4.3 Terms of Use

- 4.3.1 At the discretion of the Department, members of the public may be permitted to comment on the Town's Social Media. Comments will be monitored for appropriateness.

- 4.3.2 The Department may choose to turn off comments on any post at any time.
- 4.3.3 In the event of an emergency, all regularly scheduled posts may be paused. Official messaging about the emergency will be posted on the Town's Social Media.
- 4.3.4 The Town promotes respect in the workplace and is committed to providing a safe and positive experience with all internal and external contacts. It is expected that all interactions be courteous, professional, considerate, and respectful. The Town's Social Media includes a "Terms of Use" statement that specifies what will be considered acceptable/unacceptable content. Those who post unacceptable content may be blocked and will be contacted via Social Media to request that the content be removed.
- 4.3.5 Inappropriate comments may be deleted and/or hidden without notice. Whether a comment is determined to be inappropriate is in the sole discretion of the Director and includes, but is not limited to:
- Personal information about an individual(s);
 - Profane language and/or content and/or defamatory statements;
 - Personal attacks on individuals, groups, events or ideas;
 - Content that infringes on another's intellectual property rights (i.e. copyright, trademarks, design and/or patents);
 - Content of a religious nature that might be deemed prejudicial;
 - Content that can be considered a commercial endorsement, advertisement or solicitation of an individual and/or individual business and/or spam;
 - Content that promotes, fosters or perpetuates discrimination or harassment under the Ontario Human Rights Code;
 - Content with the intent to inflict harm;
 - Sexual content, dangerous and/or illegal activity of any kind;
 - Content of a confidential nature pertaining to the Town;
 - Personal information about an identifiable individual other than the person posting the comment;
 - Content that promotes any candidate and/or materials for federal, provincial or municipal elections or for Council appointments;

- Derogatory comments about members of Council and/or Town employees and/or Town services/programs and/or other levels of government; and
- The sale of goods by a third party, including tickets.

4.4 Criteria for Promoting Community Events

4.4.1 The Department may choose to share information about community events on the Town's Social Media. The Town reserves the right to refuse or remove any event-related information at any time, without notice. Those events must meet at least one of the following criteria:

- Event must be open to the general public;
- Organized or funded by another order of government;
- Organized by a government-funded agency or board;
- Organized by a group that is affiliated with the Town;
- Organized by a charitable organization that has a registered charitable number;
- Organized by a service club;
- Located in a facility that is owned or leased by the Town.

4.4.2 Event organizers are encouraged to advise the Department about upcoming public events at least three weeks before the event date. Details can be found on the Town's Website.

4.5 Accessibility

4.5.1 The Town of LaSalle is committed to the principle of accessibility and is required to comply with communications and information provisions in the Accessibility for Ontarians with Disabilities Act (AODA). The Town will facilitate delivery of material that the Town communicates through Social Media.

5. Roles and Responsibilities

5.1 The Director is responsible for this policy.

6. References and Related Documents

- Town of LaSalle Brand Identity Standards Guide
- Town of LaSalle Employee Code of Conduct
- Code of Conduct for Council and Local Boards Policy
- Customer Service Standards

- Respect and Responsibility (RZone) Policy
- Town of LaSalle Municipal Digital Signs and Lobby Screens Policy
- Municipal Freedom of Information and Protection of Privacy Act
- Ontario Human Rights Code

7. Attachments

- Appendix A: Corporate Social Media Accounts
- Appendix B: Social Media Guidelines for Council Members

Social Media Policy – Appendix A

Corporate Social Media Pages (as of March 15, 2024)

Town of LaSalle Facebook: <https://www.facebook.com/TownofLaSalle>
Town of LaSalle X (Formerly Twitter): <https://twitter.com/TownofLaSalle>
Town of LaSalle Instagram: https://www.instagram.com/town_of_lasalle/
Town of LaSalle YouTube Channel:
<https://www.youtube.com/channel/UC6x5UyIhV1zSHkDTV6TCI5g>
Town of LaSalle Linked In
<https://www.linkedin.com/company/7193817/admin/feed/posts/>

LaSalle Culture and Recreation Department Facebook:
<https://www.facebook.com/LaSalle-Culture-Recreation-Department-276815077014>
LaSalle Culture and Recreation Department X (Formerly Twitter):
<https://twitter.com/reclasalle>

LaSalle Fire Service Facebook: <https://www.facebook.com/LaSalle-Fire-Service-408487199201214>
LaSalle Fire Service X (Formerly Twitter): <https://twitter.com/LasallefireON>

Town of LaSalle Strawberry Festival Facebook:
<https://www.facebook.com/TownofLaSalleStrawberryFestival>

PlaceSpeak

<https://www.placespeak.com/en/topic/6549-benoit-house-museum-project/#/overview>
<https://www.placespeak.com/en/topic/6535-lasalle-detroit-river-storm-sewer-outfalls/#/overview>
<https://www.placespeak.com/en/topic/6501-history-of-lasalle/#/overview>
<https://www.placespeak.com/en/topic/6391-lasalle-small-coast-waterfront-experience/#/overview>
<https://www.placespeak.com/en/topic/6462-st-clair-park-improvement-project/#/overview>
<https://www.placespeak.com/en/topic/6405-malden-road-transportation-public-safety-and-urban-design-improvements/#/overview>
<https://www.placespeak.com/en/topic/6720-howard-bouffard-master-drainage-study/#/overview>
<https://www.placespeak.com/en/topic/6535-lasalle-detroit-river-storm-sewer-outfalls/#/overview>
<https://www.placespeak.com/en/topic/6717-lasalle-2023-draft-budget/#/overview>
<https://www.placespeak.com/en/topic/6772-howard-bouffard-secondary-plan/#/overview>
<https://www.placespeak.com/en/topic/23855-lasalle-2024-draft-budget/#/overview>

Social Media Policy – Appendix A (continued)

Websites

Town of LaSalle website: www.lasalle.ca

Town of LaSalle microsite: www.livinglasalle.ca

LaSalle Culture and Recreation Department registration: www.lasallecactive.ca



Social Media Policy Appendix B: Guidelines for Council

- Always use common sense and sound judgment when approaching the online world (if you would not state it in a face-to-face conversation, it's probably best not to post it).
- Follow LaSalle's *Code of Conduct for Council and Local Boards Policy*.
- Do not post information that is discussed in closed session, anything that you would not discuss in a public forum, and private or confidential information about fellow councillors, Town of LaSalle employees or the public.
- The use of a member of Council's title on social media signifies that the member of Council is acting in an official capacity. Members of Council are not permitted to speak on behalf of the corporation or Council, unless given consent by the CAO and/or the Mayor. It would be appropriate to include "in my opinion" in posts to clarify that responses are your comments and not those of administration and/or Council.
- When posting something that is written by someone else, be sure that you have permission to post this.
- Refrain from cutting and pasting emails from staff in posts without permission. Sometimes, messages are written for a specific audience and/or purpose that could be different than what might be shared publicly.
- Respond in a timely way (Customer Service Standards Policy states we will respond within two business days – this might seem like a long time on social media, but it may take time to get the correct answer). It's OK to respond to the post and let the resident know that we are working on getting the answer.
- Council members shall not post or comment on the Town's social media pages. Questions asked there are for administration and will be answered by administration.
- Council members are encouraged to like/follow/share posts from the Town's official sites. This is the best-case scenario in the instance that the original post is edited or updated so those changes will be reflected in all shared posts.

Social Media Policy Appendix B: Guidelines for Council (continued)

- If creating a post with information from a Town post, please make sure information is correct (dates, times, locations etc.). Using the town's official graphics in posts helps to maintain branding consistency. Avoid using clipart/other graphics on posts if branding graphics are in place.
- When sharing other posts, stay away from spam. Nobody likes spam whether it's via email or social media. Refrain from sharing posts that could be considered questionable (language, topic, photos, etc.). These are a reflection of your position as a member of Council and a reflection on the Corporation of the Town of LaSalle.
- If a resident asks a question and you don't know the answer (it's OK that you may not know the answer, that's what administration is here for), you can acknowledge the question in your response, and refer the question to the Town's official social media or to the Customer Service Portal. It is not appropriate to tag staff members for a response - if they are on social media, these are their personal pages and should not be shared publicly.

Question: Is garbage collection moved due to the holiday?

Answer: Garbage collection is moved one day later. If you have questions, contact @TownofLaSalle or use our customer service portal at www.lasalle.ca/customerservice



Media Relations Policy

Policy Number: G-CP-005

Authority: 379/15

Date Approved: September 22, 2015

Department Responsible: Strategy and Engagement

Revision Dates: March 2024

Review Date: January 2027

Status: Active

1. Policy Statement

- 1.1 The Town will ensure open, honest, and clear channels of communication with members of the Media. The key objectives are to engage the community through two-way communication, increase the awareness of the Town's services, and improve accountability through accurate and timely information.
- 1.2 The Town is aware that the Media is one of the most effective ways to publicize information about the Town's services, programs, and events. This policy is intended to promote the Town and protect its identity while ensuring timely, consistent, and accurate communications.

2. Scope

- 2.1 The policy applies to all Town of LaSalle employees, members of Council, members of committees, volunteers, and any person who has been retained and/or engaged to act on behalf of the Town of LaSalle, save and except LaSalle Police Services.

3. Definitions

- 3.1 In this Policy,

Department means the Director of the Strategy and Engagement Department and the Corporate Communications Officer.

Director means the Director of the Department or their designate.

Employees means all employees, members of committees, volunteers and any person who has been retained and/or engaged to act on behalf of the Town.

Media means communication outlets that gather and share information such as print media, publishing, news media, photography, cinema, broadcasting, advertising, and social media.

Media Advisory means an invitation to representatives of communication outlets to attend a planned event to share information on behalf of the Town.

Media Release means official information provided to communication outlets that enables them to develop stories.

Public Service Announcement means a message that is shared to provide general information to the public.

Town means the Corporation of the Town of LaSalle.

Website means the Town's websites that are the primary source for information about the services, programs, events, etc.

4. Policy

4.1 Procedures and Practices

- 4.1.1 The Director oversees this policy and designates the official spokespersons for the Town and can assign others who may speak on behalf of the Town from time to time.
- 4.1.2 Requests from members of the media should be directed to the Department. The Director shall ensure that any requests from the Media are directed to the most knowledgeable staff.
- 4.1.3 Individuals not listed in Schedule "A" should ensure that all media requests are directed to the Department.
- 4.1.4 Individuals listed in Schedule "A" who have received a media request shall notify the Department following the interview and provide details about the media contact information and the discussion.
- 4.1.5 Enquiries from the Media, whether by phone, email, letter, or in person, should be addressed promptly, as time permits, to accommodate publication, posting, or broadcast deadlines.
- 4.1.6 The Department may provide support and advice to spokespersons about discussions with members of the Media.
- 4.1.7 The decision to issue a comment, statement, Media Release or to grant an interview is overseen by the Director.

- 4.1.8 Potential issues that may negatively impact the public's image of the Town are to be shared with the Director as soon as they are identified. The Director, in consultation with the CAO, Deputy CAO and/or Director of the appropriate department, shall coordinate a response.
- 4.1.9 The Department will maintain a current list of media contacts.
- 4.1.10 All information shared with the Media will contain branding elements to identify that it is from the Town.
- 4.1.11 Media Releases may be reactive (in response to an inquiry, event, or situation) or proactive (providing information about Council decisions, special events, plans, notices, etc.). All Media Releases will be issued by the Department. Employees are required to provide information to the Department to be used in Media Releases as required.
- 4.1.12 Once a Media Release, a Public Service Announcement, and/or a Media Advisory is issued, a copy will be forwarded to Council members and Department Heads as information.
- 4.1.13 Media Releases and Public Service Announcements are shared on the Website.
- 4.1.14 The Department will monitor media exposure, will share with appropriate staff, and respond as required.

4.2 Spokespersons

- 4.2.1 The Mayor is the official spokesperson on behalf of Council. All media inquiries made to any member of Council shall be directed to the Mayor for an official comment. The Mayor, at their discretion, may choose to designate another member of Council to respond to a media inquiry.
- 4.2.2 Schedule "A" defines who are spokespersons. From time to time, Schedule "A" spokespersons may need to designate an alternate spokesperson on their behalf. In these cases, Schedule "A" spokespersons must consult the Director prior to the designation.
- 4.2.3 Those Employees who are designated as spokespersons on behalf of the Town should present concise and accurate information. Spokespersons must only speak on their area of expertise; they are not to offer an opinion or interpretation of a decision made by Council. They must not share confidential or sensitive information.
- 4.2.4 Any quotes used in information released to the Media will be pre-approved by the spokesperson making the statement.

4.3 Communications in an Emergency

4.3.1 In the event of an emergency, the Town of LaSalle Emergency Response Plan supersedes the Media Relations Policy. The Town of LaSalle Emergency Response Plan outlines the protocol for communication during emergency situations.

5. Roles and Responsibilities

5.1 The Director of the Strategy and Engagement Department is responsible for this policy.

6. References and Related Documents

Code of Conduct for Council and Local Boards Policy
Town of LaSalle Employee Code of Conduct
Municipal Freedom of Information and Protection of Privacy Act

7. Attachments

Schedule "A"-The Corporation of the Town of LaSalle Spokespersons

The Corporation of the Town of LaSalle – Media Relations Policy

Schedule “A” – The Corporation of the Town of LaSalle Spokespersons

The following is a list of employees who have the authority to share information and/or answer questions with members of the media as it relates to their expertise and experience. In consultation with the Director of the Strategy and Engagement Department, the individuals listed below may designate an alternate spokesperson on their behalf should they be unable to share information and/or answer questions from media representatives in a timely manner. In addition, other approvals of spokespersons may be granted on a case-by-case basis.

- Chief Administrative Officer
- Deputy Chief Administrative Officer
- Director of Finance/Treasurer
- Director of Council Services/Clerk
- Director of Culture and Recreation
- Director of Human Resources
- Director of Planning and Development
- Director of Public Works
- Director of Strategy and Engagement
- Fire Chief/Director of LaSalle Fire Service
- Corporate Communication and Promotions Officer

The Mayor is the official spokesperson on behalf of Council.



Municipal Digital Signs and Lobby Screens Policy

Policy Number: G-CP-002

Authority: 07/16, 0/20

Date Approved: January 12, 2016

Department Responsible: Strategy and Engagement Department

Revision Dates: January 2020, January 2024

Review Date: August 2028

Status: Active

1. Policy Statement

- 1.1 The Town of LaSalle will ensure open, honest and clear communication channels including use of the Digital Signs and Lobby Screens at municipal facilities. The Digital Signs and Lobby Screens shall be used for the dissemination of information by displaying information about events, meetings and public messages etc.

2. Scope

- 2.1 This policy applies to the practice of facilitating effective communication tools for community messaging on all Digital Signs and Lobby Screens located at all Town of LaSalle facilities.

3. Definitions

- 3.1 In this Policy,

Department means the Director of the Strategy and Engagement Department and the Corporate Communication and Promotions Officer.

Digital Signs means outdoor digital signs that can display messages.

Director means the Director of the Strategy and Engagement Department or their designate.

Lobby Screens means indoor television screens that can display messages that are in Town facilities.

Messages means graphics and text that provide information, education and updates.

Town means the Corporation of the Town of LaSalle.

4. Policy

4.1 Priority of Messages

- 4.1.1 The following priority system shall be used in selecting Messages to be posted on the Digital Signs and/or Lobby Screens:
- a. Emergency Measures (in the event of an emergency, the Town has the right to suspend all Messages and use the Digital Signs and/or Lobby Screens for emergency purposes only).
 - b. Information from the Town.
 - c. Safety-related messages such as fire prevention, education and notices.
 - d. Messages from other government agencies that have a local impact or significance.
 - e. Community events and Messages hosted and/or sponsored by a non-profit organization.

4.2 Appearance and Use of Messages

- 4.2.1 Requests for displaying Messages shall be submitted in writing to the Department at least three weeks before an event/posting date.
- 4.2.2 The number of Messages at any given time is limited and precedence will be given to the Messages advertising the earliest event.
- 4.2.3 The Department offers no guarantee for the appearance of any Message, or the length of time that the Message will be displayed.
- 4.2.4 The Town is not liable for power outages or other acts beyond its control that affect the ability to convey Messages on behalf of third parties.
- 4.2.5 Appearance of Messages is subject to constraints of priorities, as well as electronic and mechanical limitations.
- 4.2.6 Messages may be edited for clarity and conformity to the requirements of the device.
- 4.2.7 The Department may use Messages to thank sponsors for supporting Town events.
- 4.2.8 Messages unrelated to municipal affairs shall not state and/or imply Town endorsement and/or approval.

[Municipal Digital Signs and Lobby Screens]

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4.3 Messages Not Permitted

4.3.1 The following Messages shall not be permitted on the Digital Signs and/or Lobby Screens:

- Private sector messages, whether from an individual, group, organization and/or business.
- Paid advertising or commercial messaging.
- Political advertising of any type.
- Promotion of political, factional or religious viewpoints.
- False, misleading or deceptive messages.
- Messages expressing discriminating viewpoints pursuant to the *Ontario Human Rights Code*.
- Material protected by copyright without the express written permission of the copyright holder.
- Messages advocating/encouraging the consumption of alcohol, tobacco, marijuana and/or drugs.
- Messages advocating and/or encouraging the participation in gambling or games of chance.
- Events and/or functions open only to members of an organization.
- Material that may violate an individual's privacy.

5. Roles and Responsibilities

5.1 The Director is responsible for this Policy.

5.2 The Department is responsible for managing the content of the Digital Signs and Lobby Screens and will delegate authority as determined appropriate.

6. References and Related Documents

Town of LaSalle Brand Identity Standards
Town of LaSalle Customer Service Standards
Ontario Human Rights Code

[Municipal Digital Signs and Lobby Screens]

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7. Attachments

None

[Municipal Digital Signs and Lobby Screens]

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The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Dawn Hadre, Director of Strategy and Engagement Department

Department: Strategy and Engagement

Date of Report: April 5, 2024

Report Number: SE-02-2024

Subject: Establishing a Business Network in LaSalle

Recommendation

That the report of the Director of Strategy and Engagement dated April 5, 2024 (SE-02-2024) regarding Establishing a Business Network in LaSalle be received for Council's information.

Report

In 2018, administration worked with Mellor Murray Consulting to complete an Economic Development Plan.

The goals of the plan include:

1. A vibrant local economy, with an adequate shovel-ready land supply: invest in the infrastructure, tools, resources, and programs that provide the foundation for continued growth and economic development activity.
2. A vibrant waterfront district: establish LaSalle's waterfront as a destination for recreation, higher density residential, mixed-use, commercial, and tourism activity.
3. A supportive planning environment: strengthen and formalize the connection between economic development, land use, transportation, and infrastructure planning to facilitate and encourage business investment.
4. Targeted investment attraction and support: attract new services and other business development, diversify tax revenues, and increase services and jobs in LaSalle.
5. **Business community engagement/collaboration: harness the power of the business community to establish LaSalle as a dynamic center of commercial activity.**

With the introduction of Economic Development under the Strategy and Engagement Department's portfolio, one of the first areas of focus is to engage with the business community to encourage business-to-business collaboration. The first activity to support this was the Town's partnership with the Windsor Essex Regional Chamber of

Commerce. An “After Business Networking Event” was held at the Event Centre in May 2023. This allowed participants to see the Event Centre and meet other members of the region’s business community.

LaSalle does not have a business network to represent the views of the business community. Years ago, the LaSalle Business Association was in existence but has ceased operation. The Strategy and Engagement Department contracted the services of Mellor Murray Consulting to assess the opportunity to establish a business network in LaSalle. This included research of comparable business networks, the development of an introductory discussion paper, workshops, and recommendations on the next steps. The “Final Report: Establishing a Business Network” report is attached.

Local businesses were invited to attend the Business Workshop through the following methods:

- Business email list of roughly 143 contacts
- Mayor Crystal Meloche and Deputy Mayor Mike Akpata hand-delivered invitations to roughly 100 businesses located along Front Road and Malden Road
- Town’s website and social media platforms

On October 17, 2023, a Business Workshop was held at the Event Centre. There were 28 representatives in attendance to discuss options for the establishment of a business network in LaSalle. Those in attendance were very engaged in the process and provided valuable insights and feedback. There was also interest from a few others who were unable to attend. The Strategy and Engagement Department will include all those who expressed interest in future communications.

The participants identified several potential benefits from the establishment of a business network including:

- contribution to business growth,
- potential for business networking, partnerships, and cross-promotion,
- beautification efforts,
- organization of consistent events, and
- sharing in advertising costs.

The participants also noted some concerns:

- maintaining momentum,
- ensuring longevity and value,
- political conflict,
- generating revenue and low membership costs, and
- volunteer commitment.

On November 6, 2023, a workshop was held involving LaSalle Council and members of the Town’s Senior Leadership Team. This discussion focused on interest in establishing a business organization to address challenges and foster a prosperous business community in LaSalle.

Overall, the discussions were similar at both workshops. The consensus was that the establishment of a Chamber of Commerce would be beneficial for both the business community and the Town. There was discussion about the Chamber of Commerce being the first step with the long-term goal of establishing a Business Improvement Area.

Definition of Chamber of Commerce

A Chamber of Commerce is a voluntary business organization, supported by its member firms to promote the area's economic growth and development. Chambers enable business people to accomplish collectively what they may not be able to do individually, creating a pool of professional and business resources from which they can draw inspiration, new ideas, energy, and finances. (atlanticchamber.ca)

Definition of a Business Improvement Area (BIA)

A BIA is an association of commercial property owners and tenants within a defined area who work in partnership with the Municipality to create thriving and safe business areas (a defined area within a Municipality) that attract shoppers, diners, tourists, and new businesses. By working collaboratively as a BIA, local businesses have the resource capacity (funds and people) to actively enhance the quality of life in their local neighbourhood and the Municipality as a whole. (obiaa.com)

The benefits of considering the Chamber of Commerce versus a Business Improvement Area are that it allows for voluntary membership, it can include businesses within the entire municipality, and a business or an employee would be eligible to join. There was discussion about the importance of having representation from the three main commercial areas in LaSalle (Front Road, Malden Road, and Sandwich West Parkway) on the Board of Directors.

There are some options to introduce a Chamber of Commerce into the community:

- establish a new and separate Chamber of Commerce,
- establish a shared service agreement where a LaSalle Chamber of Commerce contracts administrative support from another local chamber, or
- support from a neighbouring chamber to include LaSalle in its mandate.

The next steps will entail contacting the business community to gauge interest in supporting a Chamber of Commerce, and to identify the champions of the project who will take a lead role in the establishment, growth, and maintenance of the organization. It is important to note that the Town will assist in the establishment of the Chamber of Commerce and would become a member, however, the Board of Directors must involve representation from the business community. This project will only move forward if there is sufficient interest from the business community to move the process forward.

Consultations

None

Financial Implications

The fee for the consultant's report was taken from the Strategic Planning budget. Costs may be incurred in the future to support the establishment of a Chamber of Commerce. This will be determined as the process continues and will be shared with Council.

Prepared By:



Dawn Hadre, Director of Strategy and Engagement Department

Link to Strategic Goals

1. Enhancing organizational excellence - Not Applicable
2. Strengthen the community's engagement with the Town - Yes
3. Grow and diversify the local economy - Yes
4. Build on our high-quality of life - Yes
5. Sustaining strong public services and infrastructure - Not Applicable

Communications

Communication will continue with the business community.

Report Approval Details

Document Title:	Establishing a Business Network in LaSalle.docx
Attachments:	- LaSalle Business Network Final Report -accessible.pdf
Final Approval Date:	Apr 8, 2024

This report and all of its attachments were approved and signed as outlined below:


Chief Administrative Officer

Joe Milicia



TOWN OF LASALLE

Final Report: Establishing a Business Network

November 20, 2023



Image: lasalle.ca



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Introduction

The Town of LaSalle commissioned Mellor Murray Consulting to assess the potential for the establishment of a network to support LaSalle businesses. The objectives of the project included:

- Engaging with the business community, LaSalle Council and senior staff to gain their insights and aspirations on the potential for a business network in LaSalle.
- Consider the various forms of business networks.
- Determine the optimal model for a business network including membership, services, funding and governance.
- Identify barriers to establishing a business network and proactive efforts to address these potential barriers.

The project included the development of an introductory discussion paper and facilitated workshops with LaSalle business owners and operators and LaSalle Council and senior staff. This report is a culmination of the project including the discussion paper, results of the two workshops and recommendations on next steps for the Town of LaSalle.

Project Process

In advance of the workshops, invited participants received a discussion paper describing three models for local business networks:

- Business Improvement Association:
- Chamber of Commerce
- Business Association

The discussion paper, included in Appendix A, provides a summary of the membership structure, eligibility, fees, governance, and common services of the three models.

The Business and Council/Staff workshops both began with an introduction of the project objectives and a review of the business association models and neighbouring jurisdictions as detailed in the discussion paper.



LaSalle Businesses Workshop:

October 17, 2023

Twenty-eight representatives from LaSalle businesses, and regional stakeholders met on October 17 to share their insights and aspirations for a LaSalle based business network. These individuals responded to an invitation from the LaSalle Mayor and Council to discuss a business network and can therefore assumed to be favourably disposed toward its establishment.

The participants identified several challenges facing the business community in LaSalle that could be addressed by a business network. These challenges included limited commercial space for new business or business expansion, a perception of burdensome town regulations and by-laws, taxation concerns, and competition with other businesses in LaSalle, Windsor and online. They referenced limited support and recognition from the Town for the business community. They also discussed the challenge of addressing the distinct needs of the different commercial districts within LaSalle.

The workshop participants recognized several potential benefits from the establishment of a business network in LaSalle. The network, they believed, would contribute to business growth and a thriving community. They saw the potential for business networking activities, partnerships, idea sharing, business referrals and cross-promotion. They also noted the potential for beautification efforts in the Front Road district.

The group proposed various network activities such as shared promotional programs, member discounts, discount booklets, special events, workshops, and the creation of a business directory.

The idea of establishing a business association to address these challenges and capitalize on opportunities received overwhelming support from the participants. The majority favoured establishing a chamber of commerce with voluntary membership with an established membership fee.

The participants said that the association could organize consistent events, offset advertising costs, streamline information, and track successful ideas. The potential benefits included increased visibility, networking opportunities, and a unified voice to advocate for business interests. The participants recommended starting with a low-cost membership fee to get the business network established.

In terms of funding and sustainability, participants suggested voluntary membership with membership fees, collaboration with local government, and gradual scaling of initiatives. They recommended an organizational structure with a board of directors including representatives from the different commercial areas ensuring unbiased decision-making. Collaboration with other local organizations and government entities was seen as crucial. Some potential partnerships included Amherstburg businesses, Windsor/Essex Pelee Island Tourism, and non-profit organizations.

Despite the enthusiasm, the participants expressed some concerns about maintaining momentum, ensuring the longevity of the association and its value to members, political conflict, generating sufficient revenue to be self-sufficient, maintaining low membership costs and ensuring representation for different commercial area in LaSalle.



The group emphasized the importance of volunteer commitment, political neutrality, and sustained effort in overcoming these concerns.

Overall, the meeting showcased a strong desire among business owners to collaborate, promote local businesses, and build a thriving business community in LaSalle.

Detailed notes from the facilitated workshop are included in Appendix B

LaSalle Council and Senior Staff Workshop: November 6, 2023

The Town of LaSalle Council and senior staff members met on November 6 to get their thoughts on the potential for establishing a business network in the community. The participants were asked to discuss the optimal model of business network including membership, programs and services, funding, and governance. They were also asked to identify the barriers to establishing a business network and identify solutions to those challenges.

A variety of opportunities and issues emerged during the discussion. Some of the opportunities identified included creating a unified voice for all businesses, achieving economies of scale, and improving communication between businesses and the Town. The issues included concerns about mandatory membership, internal politics favouring certain businesses, and scepticism of some businesses regarding the viability and impact of a business network in LaSalle. The desired services, activities, and events proposed by the group included streetscaping/beautification, networking events, community engagement, and various promotional initiatives. Envisioning the future, participants hoped for shared goals and vision, revitalized business districts, increased diversity, and a thriving business hub in LaSalle. Funding and sustainability were discussed, with suggestions including a phased transition from taxpayer funding to member fees and with support from the Town to establish the network.

The workshop participants recommended establishing a chamber of commerce model, although some would like to network to evolve to a Business Improvement Association in the long term. The participants favoured voluntary membership. They recommended a dynamic leadership model, with a board of directors comprised of business owners with support from a municipal representative.

The participants expressed concerns such as the potential for poor leadership, board liability and volunteer burnout. Solutions to address their concerns included ensuring qualified leadership, establishing a code of conduct, providing training, and supporting the network with part-time staff coordination. Overall, the focus group demonstrated a strong interest in establishing a business association to address current challenges and foster a united, prosperous business community in LaSalle.

Details from the Council/staff workshop are included in Appendix C.



Findings and Observations

The participants at both the business and the Council/staff workshop were overwhelmingly in favour of the creation of a business network for the Town of LaSalle. The majority favoured the establishment of a chamber of commerce. Some participants saw a chamber of commerce as a first step with the establishment of a Business improvement Association (BIA) as the ultimate goal.

Participants from the two groups indicated the business network should be governed by an independent board of directors with formal representation/participation by the Town.

According to the two groups, the Town could play an important role in the establishment of the business network. Suggestions included free membership, subsidized by the Town initially, moving to a paid membership for those who chose to remain members. The Town of LaSalle would be a member of the chamber. The board of directors would require representation from the three commercial districts in the Town.

According to the workshop participants, the initial activity of the network should be to create a business directory. This directory would be available online and in print for promotional purposes. It would also provide the Town with a way to communicate with the business community in LaSalle. Networking events would also be an important early step in the development of the chamber.

Longer term, the workshop participants identified opportunities for joint promotional programs, member referrals, discount programs, special events, business recognition events, advocacy, business workshops, community building and beautification efforts.

Next Steps

With the chamber of commerce model defined as the preferred model, the business model for the management of a chamber should be considered.

The community may choose to establish a new separate chamber dedicated solely on the businesses in LaSalle. There may also be opportunities to work with another chamber in the region with a shared service agreement in which a separate LaSalle Chamber contracts for administrative supports from the other chamber. A third option would be to ask a neighbouring chamber of commerce to expand its mandate and service area to include LaSalle. In this regional model the new chamber could have two divisions representing the two geographic regions or it could simply begin incorporating LaSalle businesses, events, and programming into its overall operations.

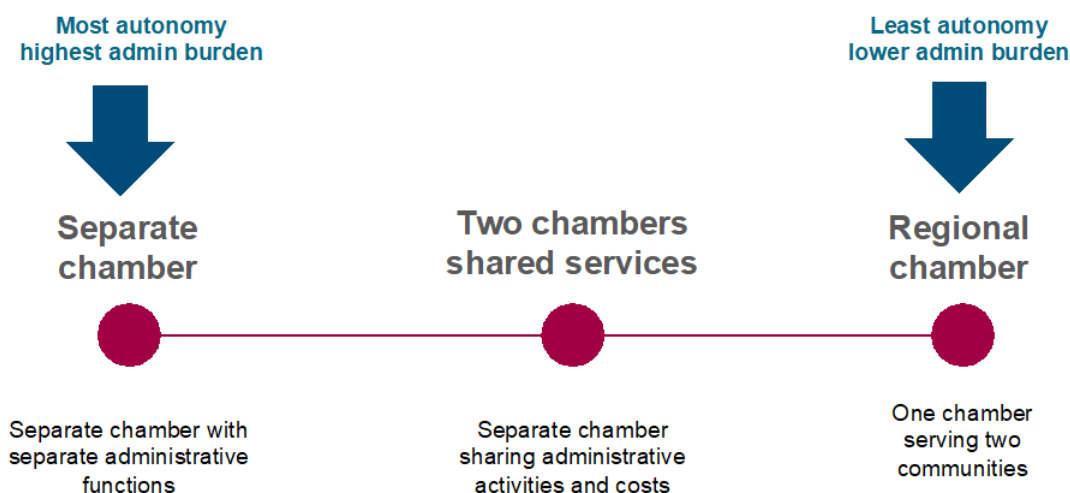
As noted in figure 1 below the separate chamber operation would provide LaSalle's business network with the most autonomy but could be expected to have the highest administrative costs.

A second option would be to contract with a neighbouring chamber or other related organization for administrative support. In this scenario, the LaSalle chamber would benefit from economies of scale but would rely on the established systems and processes of the other chamber.

At the far end of the spectrum, the LaSalle business community would benefit from the lowest administrative and operational costs with the creation of a regional chamber. This model would however mean that the chamber's priorities would be divided between two (or more) jurisdictions.



Figure 1: Business Model Options



There are six main steps in establishing a chamber of commerce:

1. Establish the need/interest in establishing a chamber.
2. Connect with individuals to form the chamber.
3. Create a strategy, bylaws and a business plan.
4. Incorporate the organization.
5. Establish a dues structure.
6. Promote the chamber.
7. Host meetings

Establish the need

The 28 individuals who participated in the October 17 workshop demonstrated their interest in the establishment of a business network by their participation and feedback. It may be advisable to supplement this qualitative research with a more quantitative approach such as a community survey to confirm there are sufficient numbers to support a new chamber of commerce.

Connecting with individuals to form the chamber

The chamber will need a team of like-minded business owners and community members to act as champions for the organization and constitute the first board of directors to lead the establishment, growth and maintenance of the chamber.

Create a strategy, by laws and business plan

The first task of chamber Board will need to establish its mission, values, bylaws and business plan. These governing documents will help define the organizations value proposition to its members and the path to becoming self sustaining.



Incorporate

There are three paths for incorporation:

- The federal government Boards of Trade Act,
- The federal government Canada Not For Profit Corporations Act
- The Ontario government not for profit corporation under the Corporations Act

The requirements for the various types of incorporation vary however the application for incorporation will include the following elements:

- A typed list of the names and signatures of a minimum of 30 charter members
- A map indicating the boundaries of the district that the organization proposes to serve
- The bylaws or regulations of the organization
- The names and positions of the charter board of directors
- Services provided for members
- Financial information
- Organization activities

Establish a Dues Structure

Membership dues are typically structure in two ways. Most have membership levels including individual and corporate membership. A fair share model is based on the number of employees, revenue or business size while an investor model is based on a flat rate plus fees for individual services or benefits. Some chambers establish special rates for targeted sectors such as young professionals. The dues schedule can also vary including monthly and annual collection periods.

Promote the chamber

Establishing a website and related social platforms will be essential first steps in the creation of a more comprehensive marketing and communications plan aimed first at the chamber members and potential members. The website will include information about the aims of the chamber, the chamber members and how to join.

Begin hosting meetings

A launch event and a few other scheduled meetings will show the new chamber in action. These initial meetings are a good opportunity to survey members about the times, dates, locations and activities that will best serve the members.



Appendix A: Establishing a Business Network in LaSalle

You have been invited to participate in a workshop to explore the potential of establishing a business network or association in LaSalle.

The goal of the workshop is to:

- Determine the services and programs LaSalle businesses need to be successful.
- Consider the various forms of community associations including BIAs, chambers of Commerce (Boards of Trade) and Business Associations.
- Discuss the potential for establishing a business network or association in LaSalle.
- Identify the business network model that would address the needs of LaSalle businesses.

The following pages include background information for your review in advance of our meeting to make the best use of our limited time together.

DEFINITIONS:

Business Improvement Association

“An association of commercial property owners and tenants within a defined area who work in partnership with the Municipality to create thriving and safe business areas that attract shoppers, diners, tourists, and new businesses. By working collectively as a BIA, local businesses have the resource capacity (funds and people) to actively enhance the quality of life in their local neighbourhood and the Municipality as a whole.” (obia.com)

Chamber of Commerce

“A voluntary business organization, supported by its member firms to promote the area’s economic growth and development. Chambers enable businesspeople to accomplish collectively what they may not be able to do individually, creating a pool of professional and business resources from which they can draw inspiration, new ideas, energy, and finances...It is a collective voice that speaks out on policy issues that affect business.” (atlanticchamber.ca)

Business Association

“Business associations do not have a rigid structure. They are often born from a group of volunteers and usually collect membership fees as a source of funding for their projects. The structure of a business association is defined by the people who run it and the interest they have in their businesses and communities.” (cbdc.ca)

PRE-WORKSHOP REFLECTION QUESTIONS

Please take a moment to consider:

- What you hope to achieve through the workshop.
- Your vision for supporting LaSalle businesses. What will be different in five years if we have successfully established a business network in the Town?



UNDERSTANDING THE DIFFERENT MODELS OF BUSINESS NETWORKS

	BIA	Chamber	Business Association
Membership	Mandatory (must be approved by 75% of businesses in the designated area)	Voluntary (fee based)	Voluntary (may include a membership fee)
Eligible Members	Building owner and/or designated tenant	Businesses, employees and interested parties	Interested parties
Area served	Defined geographic area	Less defined border, community-wide business network (city, County or even region)	Less defined
Fee	Levy in addition to regular municipal property tax Based on property assessment value	Member dues are typically applied in two ways: Fair share model (based on # of employees, revenue, size or other) or Investor model (flat rate plus fee for individual services))	Varies
Fee paid by	Building owner	Business or employee	Individual member
Governance	A corporation of the municipality regulated under the Ontario Municipal Act. Budgets are submitted to Municipality for approval. The Municipality may establish a board of management to provide direction for BIA efforts.	Non-profit organization governed by a board of directors. Supported by the Ontario Chamber of Commerce and the Canadian Chamber of Commerce	Varies, could be a non-profit organization or a committee of interested parties with no formal legal standing



COMMON SERVICES (WILL VARY BY ORGANIZATION)

BIA	Chamber	Business Association
<ul style="list-style-type: none"> • Street beautification (banners, plants, seasonal lighting etc.) • Street and sidewalk maintenance and capital improvements • Promotion of the BIA for business, employment, visitors or shopping (business directories, advertising, etc.) • Special events and festivals • Security and crime prevention • Graffiti and poster removal services • Advocate on behalf of the membership • Strategic plans including business recruitment, market studies, capital improvements 	<ul style="list-style-type: none"> • Networking events • Business Excellence Awards • Mayor's breakfast • Business education (webinars, workshops, etc.) • Advocacy with all levels of government • Member discounts • Promotion on behalf of members • Group insurance and benefits provider • Payroll services • Mailing lists • Community engagement (charity drives, local events, community clean ups, event sponsorship) • Economic development initiatives • Surveys/research 	<p>Based on common goals that benefit members and the community. Typical activities include:</p> <ul style="list-style-type: none"> • Networking • Special events • Advocacy • Education and training • Business promotion • Community engagement (charity drives, local events, community clean ups, event sponsorship) • Business workshops, seminars • Economic development initiatives • Business Excellence Awards • Surveys/research



Appendix B:

Detailed Notes Business Workshop, October 17, 2023

What are the most significant challenges that businesses in our community currently face?

- Discrepancy between Malden & Front Road
- Community Centre
- Malden road is saturated
- More exposure for Front Road
- Exposure
- Pricing (keeping up with rising prices)
- Networking
- Town's regulation / by-laws
- Governance
- Operating hours in LaSalle
- Access & Parking
- Internet
- 3 different areas (Marinas, Malden, Outlet)
- Promote local business (lack of)
- Advertising / networking / promoting.
- Geographical dynamics - rural vs. urban
- where you are in LaSalle (location) - feeling of lesser business if you are not on Malden
- Commercial Space - limited size & availability
- Cost of advertising
- Dispersed (large region)
- Competition with the Town itself
- Taxes/cost of rent
- Online business
- Proximity to Windsor (competition)
- Lack of identity (bedroom community)
- Minimal Support & recognition from the Town in support of businesses
- Initiatives: Facebook, Instagram

2. What opportunities do you see for businesses in the community to thrive and grow?

- Front road is a true opportunity - the water calls people and businesses
- Beautification & gentrification of Front Road
- Buy the gas station
- Networking, partnerships, shared ideas
- Businesses supporting businesses - referrals, cross promotion
- Group discount & Card program (website)
- Discount Booklet
- Hosting events (ex. Financial Fitness onsite)
- Demographics



- Processionals, Residential Wealth
- Growing Town
- Event Centre: New Anchor
- More networking
- More community events
- Compensation
- Supporting Each other
- Broadcasting
- Open Streets
- Restaurants
- Promoting local business
- Handing out brochures with all businesses or an app with all LaSalle Businesses
- The populous wants to deal locally
- Loyalty
- Business Directory - mail drop
- Front Road
- SEO the business directory, higher hits. (www.lasallebusinessdirectory.com)
- Networking
- Best of
- Networking / advertising / promoting - event centre, team sponsor, turtle club
- Loyalty - Shop Local, already see it with Alok (LaSalle Community Facebook group)
- QR code LaSalle Only
- More community events - Christmas parade, local can drive like during COVID
- School Functions / events for the community - new residents welcome lots, aka. Welcome wagon
- Bring your pet to work
- Bring children to work
- Business of the month
- Hold community vote for business -business excellent awards

3. Do you think a business association would help address these challenged and opportunities? How?

- Organizing consistent events
- Offset cost of advertising (large group rates)
- Streamline info
- Follow through
- Track what works
- Ideas executed from #Q2
- Visibility across town
- A good start
- Low Cost
- Good for networking
- Building block to become Chamber / BIA
- Yes!!!



- Awareness and Branding
- Formalised Group to Advocate
- Stronger Voice
- Partnership & Collaboration with Town
- Organizing
- Yes - bring people together (networking)
- Leadership
- Promoting Local
- Reach a wider audience
- Economic development especially as LaSalle grows
- Yes - listening to businesses and their needs
- Promoting
- All businesses needs are different
- Social Media pages for LaSalle businesses
- Yes - LaSalle wants to support local
- Leadership
- Centralised voice advocates for growth
- Promote one another - cross promotion

4. Would you be interested in becoming a member of a business association? Why or why not?

- 5/5 in support of joining
- 4/5 yes
- 6/6 - because we all want exposure & to build our network
- 5/5 vote 'yes' to a business association
- Yes
- Participate in networking events and idea sharing and cross promotion / advertising
- Tax dollars should go to promoting business
- Recognition
- Connections
- Common voice
- No cost/volunteers
- Needs to be active
- Listen to the businesses
- Could happen sooner than later
- Pros: cost (low), networking, leadership, shared ideas/ common interest, local
- Cons: cost (tax levy), will benefits be worth it? Time, leadership (is it fair), commitment
- Why not: Cost only \$



5. What factors would influence your decision to join or not join?

- Is it worthwhile? Return on investment
- Benefits vs. the cost
- Time commitment
- Popularity
- Competition
- Bias (geographic)
- Leadership

6. What services or activities would you like to see a business association offer?

- Social Media - Facebook, app, group
- Community Involvement (businesses, groups, etc)
- BIA \$
- Calendar of events
- Holiday shopping guide
- Local discount promotions
- Frequent events (networking & other things)
- Booklet of all businesses & a blurb about what they do
- New homeowner "welcome" package to promote our businesses
- Contribution to marketing \$\$
- Awareness / info
- Save money through browsing discounts / promos
- Regular meetings & social events
- Speakers - content experts
- Getting the next generation involved
- Rotary & Youth
- Open Streets
- Parade
- Discounts
- Promotions
- Guest speakers - business
- Meet & Greet opportunities
- Networking
- Social media presence
- Community Events
- Youth programs / sports
- Monthly spotlights (free promos)
- Business directory
- Can drives
- Walks/ runs / biking fundraisers
- Trails / waterfront on Front Road - more fun
- More summer festivals / events



7. Are there specific events or initiatives that would benefit the community?

- Division of districts
- Varying priorities - Front vs. Malden
- Livelihood of businesses to service community
- Allowing us to thrive and the community to be served
- Save money through browsing discounts / promos
- Awareness / info
- Businesses should be able to accept other businesses in our area (channels to determine eligibility)
- Community Billboard
- Business Event & Event Centre - meet your local businesses and offer discounts and promotions.

8. How do you think a business association should be funded and sustained over time?

- Voluntary membership chamber
- Board of directors with representation of all the districts and collaboration with councillors
- Baby steps/ formal
- Funding
 - Small Business vs. Large Business
 - # of employees
- Welcome Wagon
- Take care of our own \$\$
- Membership fee - quarterly / you can choose
- Scale slowly
- Leverage social media - chamber
- Annual fee
- Tax rate off property taxes

9. What type of organisation structure do you think the business association should have?

- Districts (waterfront. Malden, heritage)
- Districts of representation (Front Rd, Malden, Heritage)
- Offer collaboration - non voting for all or anyone
- Town of LaSalle - voting rights, create collaboration
- BIA & BA
- Board of directors
- Unbiased (non-business owner & business owners mixed)
- We can make decisions by voting
- Chamber – not a business association



10. How should it be governed? What type of leadership and decision-making processes should it use?

- Members in each district
- Offer collaboration
- Voting for all or anyone
- Personable people - make decisions for the good of the community
- Diverse group
- Not sure

11. Do you think the business association should collaborate with other local organisations or government entities? Why or why not?

- Rotary?
- The Town of LaSalle Town reps yes
- Signage Issues
- Loosen the limitations
- Main street development community
- Yes - we would have more success
- Yes - Tourism Ontario
- Want to take care of district, not just LaSalle
- Yes - real estate association, tangible brochure
- Yes - Social Media (yelp, etc)
- Yes - non-profit organisation

12. Are there specific groups you believe the association should partner with?

- Amherstburg
- Town of LaSalle
- Tourism Windsor Essex Pelee Island
- Fire/Police
- Yes - real estate association, tangible brochure
- Yes - Tourism Ontario
- Yes - social media (yelp, etc)
- Yes - non-profit organisations
- Reluctant to partner with others until our own identity & brand is identified and established

13. Are there any concerns you have about the establishment of a business association?

- Longevity & value (benefits) - commitment, survival
- Politics or segregation
- Costs vs. Benefits
- Sustaining it (time & effort)
- Politics (organization)
- Participation & volunteers
- Representation of 3 main commercial areas
- Costs
- Management, maintaining fees



Town of LaSalle business workshop: Assessing the need for a business association



October 17, 2023



Introductions

Agenda

- Today's objectives
- BIAs, chambers & business associations
- Environmental scan
- Your insights
- Next steps



Today's Objectives

- Discuss the potential for a business network in LaSalle
- Determine the optimal model
 - Membership
 - Services
 - Funding
 - Governance
 - Partnerships
- Identify barriers to establishing a business network



Business Improvement Associations (BIAs)



- Commercial property owners and tenants working together
- Defined area
- Established by the municipality
- Mandatory levy provides funds for programming and beautification efforts



Chambers of Commerce Board of Trade



- Voluntary
- Promotes the area's economic growth and development
- Provides professional and business resources
- Collective voice that speaks out on policy issues



Business Association

- No rigid structure
- Volunteer based
- Membership fees to support projects
- Defined by the people who run it and their interests



Comparing models

	BIA	Chamber / BOT	Business Association
Membership	Must be approved by 75% of businesses in designated area Mandatory once established	Voluntary (fee based)	Voluntary (may include a membership fee)
Eligible members	Building owner and/or designated tenant	Businesses, employees and interested parties	Interested parties
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Common services

BIA	Chamber / BOT	Business Association
<ul style="list-style-type: none"> • Street beautification (banners, plants, seasonal lighting etc.) • Street and sidewalk maintenance and capital improvements • Promotion of the BIA for business, employment, visitors or shopping • Special events and festivals • Security and crime prevention • Graffiti and poster removal services • Advocacy • Strategic plans 	<ul style="list-style-type: none"> • Networking events • Business Excellence Awards • Mayor's breakfast • Business education • Advocacy • Member discounts • Member promotion • Group insurance and benefits • Payroll services • Mailing lists • Community engagement (charity drives, local events, community clean ups, event sponsorship) • Economic development initiatives • Surveys/research 	Activities that benefit members and the community <ul style="list-style-type: none"> • Networking • Special events • Advocacy • Education and training • Business promotion • Community engagement (charity drives, local events, community clean ups, event sponsorship) • Business workshops, seminars • Economic development initiatives • Business Excellence Awards • Surveys/ research

Local BIAs

	Population*	Business Count**	BIA members	Levy	BIA Staff
Leamington	29,680	882	102E	\$130,000 to \$140,000	1 PT
Kingsville	22,119	674	205E	\$110,000	1 PT
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LaSalle	32,721	764	-	-	-

*2021 Census
** Businesses with employees

Local Chambers

	Population*	Business Count**	Chamber members	Chamber Staff
Leamington	29,680	882	250+	2 FT
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LaSalle	32,721	764	-	-

*2021 Census
** Businesses with employees



Questions and observations



Your insights

Membership and participation



4. Would you be interested in becoming a member of a business association?
Why or why not?
5. What factors would influence your decision to join or not to join?

Business challenges and opportunities



1. What are the most significant challenges that businesses in our community currently face?
2. What opportunities do you see for businesses in the community to thrive and grow?
3. Do you think a business association could help address these challenges and opportunities? How?

Services and activities



6. What services or activities would you like to see a business association offer?
7. Are there specific events or initiatives that would benefit the community?



Review

Funding



8. How do you think a business association should be funded and sustained over time?

Funding



9. What type of organizational structure do you think the business association should have?
10. How should it be governed? What type of leadership and decision-making processes should it use?

Collaboration and partnerships



11. Do you think the business association should collaborate with other local organizations or government entities? Why or why not?
12. Are there specific groups you believe the association should partner with?

Reservations



13. Are there any concerns you have about the establishment of a business association?
14. What would alleviate those concerns for you?

Next steps



15. What should the next steps be in assessing the need and possibly setting up a business association in LaSalle?



Your insights

Final thoughts



What stood out for you in today's discussion?



Appendix C:

Detailed Notes LaSalle Council & Staff Workshop, November 6, 2023

1. What specific issues and opportunities do you believe a business association could address?

Issues	Opportunities
<ul style="list-style-type: none"> • Not fair to make membership mandatory • Additional time & resources required from Town (BIA) • Internal politics – favouritism of certain businesses • Scepticism • Money/contributions • Leadership • 3 districts/areas of interest – fairness • Communication between business and Town • Walk away wealth (retail leakage) • Too busy 	<ul style="list-style-type: none"> • One voice for all • Economies of scale • Able to track which businesses are in town • Networking and promoting each other • Marketing • Enhanced economic environment • Keeping residents engaged • Increased exposure to other businesses • Work with municipality (ideas working together) • Business and Town need to do something • Unified voice from the community • Partnering with Town and other businesses • Gaining insight

2. What services, activities or events would you like to see a business association offer?

- Streetscaping and beautification
- Beautification (flowers, banners)
- Networking
- Networking events
- Networking events
- Events and gatherings (street fest, art show, trail fest)
- Community events/engagement
- LaSalle market (LaSalle businesses)
- Parade
- Booklets/coupons/referrals
- Discounts
- Where can I find things... contacts, services
- Directory online and in paper form provided locally (coupon book for all businesses)
- Pride of local Businesses
- Promotion for each other
- Business excellence awards
- Workshops



- Promotional events
- Advocacy for all businesses to local government
- 3. What will be different in five years if we have successfully established a business association in LaSalle?**
 - Shared goals and vision (union)
 - Revitalized Ford Road district
 - Diversity of business
 - Area unity/cooperation among municipality
 - Business community identity
 - Attracting and retaining business
 - Community Improvement Plan
 - Regular networking
 - Business organizational capacity
 - Less whining
 - Highly integrated business information
 - More businesses come here
 - A thriving business hub
 - Some place on the water to eat ice cream
 - Variety of new businesses will come to town
 - More functions sponsored by business
 - Business association is fully funded
 - Major improvement completed by businesses
 - Better location and communication with local businesses
 - Fewer vacancies
 - A directory that is visited often
 - More tourism and customers from out of town
 - Revitalized Front Road Businesses
- 4. How do you think a business association should be funded and sustained over time?**
 - Voluntary fee based on employee count
 - Honourary upfront membership (nominal fee), renewable every year
 - Partnerships i.e. in-kind services from town
 - At first tax payer funded – transition to member fees
 - Self-funding model
 - % of sales
 - Fixed business support
 - Staffing support
 - Municipal contribution
 - % of commitment to a set maximum
 - Discounts of rates
 - Funding of projects
 - If done well, new members will want to join and existing members will want to stay



- Fund raising events
- Selling business booklets
- LaSalle Loot
- Growth

5. What type of organizational structure should the business association have? How should it be governed?

- Chamber
- Join already established chamber
- Governed by Board of directors that consists of business owners
- Operating procedures and policies
- All members can vote – one vote for each business
- Municipal representation at meetings
- Dynamic leadership
- Working partnership between business and Town
- No BIA
- Yes chamber - members and Town of LaSalle support with funding
- Start with a chamber and then move to BIA
 - Prove the return on investment
 - Gain membership
 - Provide exposure
 - Organize events (municipal lead, subcommittee for different areas)

6. Are there any concerns you have about the establishment of a business association?

Concerns	How to alleviate concerns
<ul style="list-style-type: none"> • Poor leadership • Errors and omissions • Failure • Reputation • Lack of interest • No participation/ only from a select few • Volunteer burnout • Burden on municipality • Negative voice towards the Town • Representation of only a few businesses and not all business as a whole • Longevity of program/ businesses losing interest over time • Commitment • Longevity • Not enough dynamic leadership • Cohesive whining • Who is running it/leadership 	<ul style="list-style-type: none"> • Qualified leadership • Code of conduct • Training • Promotion • Insurance • Education and demonstrate return on investment • Build alliances • Business registry • Automatic members • Hire part-time staff to coordinate • Upfront assistance to establish organization to all them to be self sufficient • Facilitate startup • Town involvement to support stronger commitment • Recognition of members • Capacity building by the Town • Encourage networking



Town of LaSalle Council workshop: Assessing the need for a business association



November 6, 2023



Introductions

Agenda

- Today's objectives
- Investment readiness
- BIAs, chambers & business associations
- Environmental scan
- Your insights
- Next steps



Today's Objectives

- Discuss the potential for a business network in LaSalle
- Determine the optimal model
 - Membership
 - Services
 - Funding
 - Governance
- Identify barriers to establishing a business network



Investment Readiness Checklist - 1



	Designated contact	<ul style="list-style-type: none"> • Familiar with land use planning, development approvals, OP, zoning & approval process • Ability to respond to business inquiries • Contact/info on land use planning and development
	Land use Planning	<ul style="list-style-type: none"> • Up to date OP and Zoning by-laws, on website • Clear guidelines for basic land use categories • Detailed OP and zoning info (aerial photos and maps) • OPAs not required for most developments • Flexible by-laws allow wide range of businesses (incl. home based) • Clear process, timelines and cost guidelines for typical developments • Economic development addressed in OP • Planning staff coordinates with economic development
	Information sources	<ul style="list-style-type: none"> • Contacts with utilities for technical questions • Regular communication with federal/provincial agencies

Investment Readiness Checklist - 2



	Engaged business community	<ul style="list-style-type: none"> • Regular meetings with businesses • Regular meetings with Chamber/ business association • Business retention and expansion program • Business Improvement Area
	Industrial land inventory	<ul style="list-style-type: none"> • All available land (esp. industrial) • Regular updates • Cost, site servicing, transportation, ownership, location and size • Connected to GIS • Regular contact with real estate agencies
	Joint ventures	<ul style="list-style-type: none"> • Partnering with independent business groups to market the community • Jointly funding economic development initiatives with neighbouring communities

Investment Readiness Checklist - 3



	Economic development capacity	<ul style="list-style-type: none"> Established economic development committee Staff and/or consultant retained to address economic development matters Economic development budget
	Communications	<ul style="list-style-type: none"> Community profile completed and online <ul style="list-style-type: none"> Business expansions/ new business Economic and demographic data Local business groups Vision statement Land inventory Mapping, etc.
	Website	<ul style="list-style-type: none"> Economic development section Downloadable community profile Key contact information Available land inventory



Business networks & associations

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Chambers of Commerce Board of Trade



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Common services

13

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Local BIAs

14

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*2021 Census

** Businesses with employees

Local Chambers

15

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*2021 Census

** Businesses with employees



Business community workshop

Business Owner / Operator Workshop What we heard

17

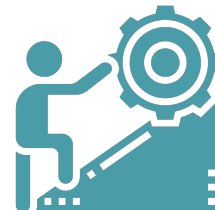
- October 17, 2023
- 27 participants
- Representing health care, childcare, restaurants, financial planning, car dealership, specialty food, travel agency, personal care, health club, marina, specialty retailers, economic development, banking, etc.



What we heard: Challenges

18

- Distinct needs and communities (Malden & Front Rd.)
- Competitive factors (Windsor, within town and with online businesses)
- Municipal factors (limited support & recognition, regulations, governance)
- Costs (rising prices, advertising costs, rent, taxes)
- Connectivity
- Operational challenges (operating hours, access & parking, limited commercial space)
- Bedroom town image



What we heard: Opportunities

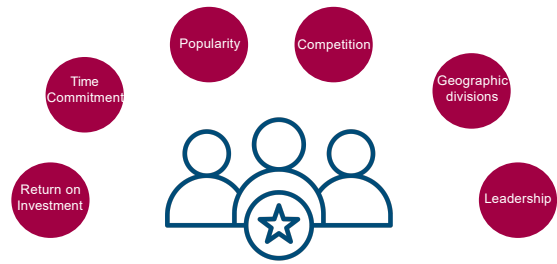
19

- **Community factors**
(growing, residential wealth)
- **Beautification**
(Front Road waterfront, beautification efforts)
- **Promotion**
(referrals, cross promotion, group discounts, card programs, advertising, business directories, online tools)
- **Networking**
- **Community events**
(LaSalle event centre a new anchor, community engagement, local business loyalty)
- **Business development**
(new partnerships, idea sharing, increased support for business)



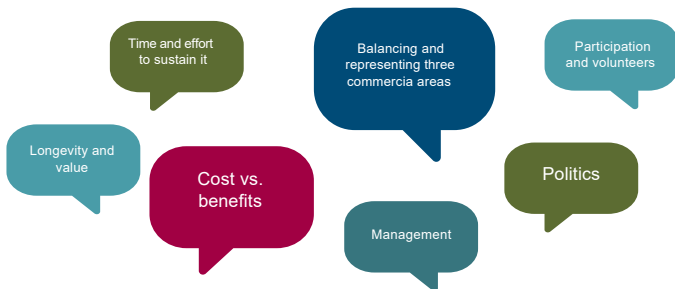
What we heard: Factors influencing membership

20



What we heard: Concerns

21



Questions and observations



Your insights

Business challenges and opportunities

24

1. What specific issues and opportunities do you believe a business association could address/
2. What services, activities or events would you like to see a business association offer?
3. What will be different in five years if we have successfully established a business association in LaSalle?



Review

Funding & Governance



4. How do you think a business association should be funded and sustained over time?
5. What type of organizational structure should the business association have? How should it be governed?

Reservations



6. What concerns do you have about the establishment of a business association?
7. What would alleviate those concerns for you?



Review

Final thoughts



15. What should the next steps be in assessing the need and possibly setting up a business association in LaSalle? Are there any partnerships that could assi

Thank you!



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Town of LaSalle
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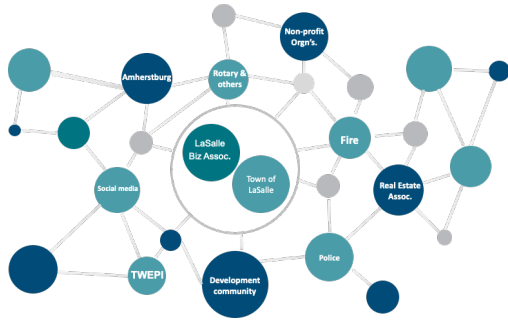


Aileen Murray
Mellor Murray Consulting
amurray@mellormurray.ca 519-784-7944



What we heard: Partnerships

31



What we heard: Benefits of a Business Association

32

- **Better coordination**
(consistent events, streamline info, track what works, formal structure)
- **Promotion**
(offset ad costs, promote local businesses, cross-promotion)
- **Networking**
(low-cost networking)
- **Town relationship**
(centralized voice for advocacy and town collaboration)



What we heard: Services a business association could offer

33



Image: Town of LaSalle

- **Community events**
 - Parades
 - Fundraisers
 - Youth programs
- **Member events**
 - Networking/ meet and greet
 - Guest speakers
- **Calendar of events**
- **Promotion**
 - Shopping guides
 - Local discounts
 - Business directory
 - New homeowner welcome packages
 - Social media
 - Monthly business spotlights



What we heard: Funding & Governance

34



Funding

- Voluntary membership
- Price structure (# of businesses)
- Annual fee
- Scale up
- Budget managed by the association



Structure/ Governance

- 3 districts (Front, Malden, Heritage)
- Chamber model (for majority of participants)
- Board of directors
- Role for the Town (non-voting?)



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Mark Seguin, Deputy Fire Chief

Department: Fire Service

Date of Report: April 9, 2024

Report Number: FIRE-24-03

Subject: Purchase of 100 Foot Aerial Platform Fire Apparatus

Recommendation

That the report of the Deputy Fire Chief of LaSalle dated April 8, 2024 (FIRE-24-03) regarding the purchase of the new 100 Foot Aerial Platform Fire Apparatus be received;

And that, the purchase of a new 100 Foot Aerial Platform Fire Apparatus be approved at a cost of \$2,717,500 (not including HST) and funded through the Fire Capital Reserve;

And that, Council authorizes the Mayor and Clerk to execute the agreement as between the Corporation of the Town of LaSalle and Camions Carl Thibault Inc. to give effect to the purchase.

Report

LaSalle Fire Service went out for tender for a 100 Foot Aerial Platform Fire Apparatus to replace our current aerial fire apparatus, Unit 202, as per the capital replacement plan. The tender was published on February 21st, 2024, and closed April 3rd, 2024. We received one submission through the Request for Tender process.

Camions Carl Thibault inc. submitted the only bid for a cost of \$2,717,500 (not including HST).

Staff reviewed the tender in detail and Camions Carl Thibault inc. met all the requirements of the Request for Tender.

Consultations

The tender was reviewed in detail with the Fire Chief.

The Finance department was consulted to ensure the funds are available from the fire capital reserve to fund the overage from the budgeted replacement costs.

Financial Implications

The purchase of the Aerial Platform will be funded from the Fire Capital Reserve. The approved budget for this replacement is \$2,100,000. The additional funds required for this purchase is to be funded from Fire Capital Reserve as well. The Aerial is anticipated to arrive early in the Fourth Quarter of 2026. We will explore options to dispose of the old aerial to recover some costs through the OFM Used Equipment Portal or Government Auctions as we move closer to the delivery date of the new apparatus.

Tender Summary

VENDOR	100' Aerial Platform (No HST)	DID VENDOR MEET RFQ?
Camions Carl Thibault inc. 100 Foot Aerial Platform Fire Apparatus	\$2,717,500	Yes

Prepared By:



Deputy Fire Chief

Mark Seguin

Link to Strategic Goals

1. Enhancing organizational excellence - Not Applicable
2. Strengthen the community's engagement with the Town - Not Applicable
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Yes

Communications

Bids & tenders.

Report Approval Details

Document Title:	Purchase of 100 Foot Aerial Platform Fire Apparatus .docx
Attachments:	
Final Approval Date:	Apr 10, 2024

This report and all of its attachments were approved and signed as outlined below:



Director of Fire/Fire Chief

Ed Thiessen



Chief Administrative Officer

Joe Milicia



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Tano Ferraro, Manager of Finance/Deputy Treasurer

Department: Finance

Date of Report: April 2, 2024

Report Number: FIN-08-2024

Subject: Procurement- 2024 First Quarter Report

Recommendation

That the report of the Manager of Finance/Deputy Treasurer dated April 2, 2024 (FIN-08-2024) regarding Procurement 2024 First Quarter Report be received for information.

Report

The purpose of the Town of LaSalle procurement policy is to ensure that publicly funded purchases of goods and services, including construction, and information technology are acquired through a process that is compliant, open, fair and transparent. The policy sets out responsibilities of the Town and staff throughout each stage of the procurement process and ensures procurement processes are managed consistently.

The Town's procurement policy was adopted by By-Law no 8560. Furthermore, Part 4 Section 9 provides direction with respect to a Quarterly Report to Council:

The Treasurer shall prepare a quarterly status report to Council on all RFX processes and purchases with Dollar Values of \$50,000 or more published or released during the applicable period. The report shall also list all Contracts valued at \$50,000 or more awarded to Vendors since the previous status report.

Accordingly, attached Appendix A provides a listing of all purchases and contracts procured through an RFX in the first quarter of 2024.

Consultations

Procurement Officer

Financial Implications

As outlined with in Appendix A, each procurement listed falls within the approved capital budget, has been approved by the CAO or delegate in accordance with Part 4, Section 7(a) of the procurement policy or has been brought forward to Council for project specific approval where required. For those items relating to the operating budget, administration reviews overall departmental budgets on an ongoing basis.

Prepared By:
Manager of Finance/Deputy Treasurer

Tano Ferraro

Link to Strategic Goals

1. Enhancing organizational excellence - Not Applicable
2. Strengthen the community's engagement with the Town - Not Applicable
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Yes

Communications

Not Applicable

Notifications

Not Applicable

Report Approval Details

Document Title:	FIN-08-2024 Procurement-First Quarter Report.docx
Attachments:	- FIN-08-2024-Appendix A.pdf
Final Approval Date:	Apr 8, 2024

This report and all of its attachments were approved and signed as outlined below:



Director of Finance/Treasurer

Dale Langlois



Chief Administrative Officer

Joe Milicia

Appendix A

Procurement	Description	Awarded Value	Council Resolution
Limited Tendering	2023 Chevrolet Traverse	\$65,222.22	N/A
Formal Quotes	2024 Ford Super Duty F-250 Truck	\$79,970.50	N/A
Formal Quotes	2024 GMC Sierra 2500 HD Truck	\$68,431.50	N/A
Municipal Buying Group	John Deere 2025R Compact Utility Tractor with Hitch Front Blade and Rotary Broom	\$64,579.18	N/A
RFT-PW-03-2024	2024 Road Rehabilitation Program	\$1,109,952.23	56/24
PW-10-2023	Huron Church Road and Sandwich West Parkway Signal Installation	\$858,333.00	57/24
RFT-PW-01-2024	Drop Chamber Upgrades at Lou Romano Water Reclamation Plant	\$447,487.00	28/24
RFP-CR-2023-06	Meo Boulevard Playground	\$148,053.58	N/A
RFP-PW-2023-07	Natalie Park Playground	\$114,016.70	N/A
RFP-PW-2023-08	Lafferty Park Playground	\$69,990.67	N/A
RFP-PW-2023-09	Rivervilla Park Playground	\$59,814.59	N/A
RFT-AD-2023-01	LaSalle Landing – Skate Trail and Water Feature	\$8,880,000.00	43/24
Municipal Buying Group	Single Axle Snowplow	\$383,699.00	17/24
Municipal Buying Group	Tandem Axle Snowplow	\$531,391.00	17/24



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Marilyn Abbruzzese

Department: Finance

Date of Report: April 2, 2024

Report Number: FIN-09-2024

Subject: 2024 First Quarter Property Tax Write Offs

Recommendation

That the report of the Supervisor of Revenue dated April 2, 2024 (FIN-09-2024) regarding the first quarter Property Tax Write Offs be received.

Report

Further to Council's direction please find below a summary of the property tax write offs for the first quarter of 2024.

Summary of Tax Write Offs for January, February & March 2024

Class	Assessment (Increase)/Decrease	Municipal Tax Impact
RT – Residential	501,511	\$2,619.22
Total	501,511	\$2,619.22

Consultations

Not applicable

Financial Implications

Not applicable

Prepared By:



Supervisor of Revenue

Marilyn Abbruzzese

Link to Strategic Goals

1. Enhancing organizational excellence - Not Applicable
2. Strengthen the community's engagement with the Town - Not Applicable
3. Grow and diversify the local economy - Not Applicable
4. Build on our high-quality of life - Not Applicable
5. Sustaining strong public services and infrastructure - Not Applicable

Communications

Not applicable

Notifications

Not applicable

Report Approval Details

Document Title:	FIN-09-2024 2024 First Quarter Property Tax Write Offs .docx
Attachments:	
Final Approval Date:	Apr 8, 2024

This report and all of its attachments were approved and signed as outlined below:



Director of Finance/Treasurer

Dale Langlois

A handwritten signature in black ink, appearing to read "Joe Milicia". The signature is fluid and cursive, with the first name "Joe" and last name "Milicia" clearly distinguishable.

Chief Administrative Officer

Joe Milicia



Clerk's Department
Township of Clearview
Box 200, 217 Gideon Street
Stayner, Ontario L0M 1S0
clerks@clearview.ca | www.clearview.ca
Phone: 705-428-6230

March 27, 2024

Honourable Arif Virani
Minister of Justice & Attorney General
House of Commons
Ottawa, Ontario K1A 0A6

Sent by Email

RE: Township of Clearview Endorsement of Bill C-63 in the House of Commons

Please be advised that Council of the Township of Clearview at its meeting held on March 25, 2024, passed the following resolution in support of the endorsement of Bill C-63 in the House of Commons:

Moved by Councillor Dineen, Seconded by Councillor Broderick, Whereas The Canadian Federal Government has drafted Bill C-63, The Online Harms Act, currently in front of Parliament and has had its first reading; and,

Whereas Bill C-63 requires that online tech companies and social media platforms remove child pornography and other dangerous content within 24 hours once the operator identifies the content, while also mandating the following duties:

- Duty to protect children;
- Duty to act responsibly;
- Duty to remove egregious content; and,

Whereas The Canadian Federal Government proposes to establish a "Digital Safety Commission" and nominate an "independent" Ombudsperson to proactively circumvent potential harms on behalf of Canadians; and,

Whereas online tech companies and social media platforms need to adhere to existing Criminal Laws; and,

Whereas online tech companies and social media platforms need to be held accountable to keep platforms safe from predators targeting children and other vulnerable Canadians and to protect them from bullying, hate, extremism, violence, discrimination, self harm, exploitation and sexual extortion that can lead to the most dire of consequences; and,

Whereas Clearview Township, as all Canadians, endeavours to foster safe homes, communities, schools and public spaces;

Be It Resolved That the Mayor and Council of Clearview Township endorse the passing of Bill C-63 in the House of Commons and the establishment of a "digital safety commission" and nomination of an "independent" Ombudsperson; and,

That a copy of this resolution be circulated to all municipalities in Ontario; the Association of Municipalities of Ontario; Terry Dowdall, MP; The Right Honourable Justin Trudeau, Prime Minister of Canada and The Honourable Arif Virani, Minister of Justice & Attorney General of Canada. Motion Carried.

Sincerely,



Sasha Helmkey-Playter, B.A., Dipl. M.A., AOMC

Clerk/Director of Legislative Services

cc: Right Honourable Prime Minister Justin Trudeau
Simcoe Grey MP Terry Dowdall
Association of Municipalities of Ontario
Ontario Municipalities

Terrace Bay
Regular Council - 04 Mar 2024

Item a)

Date: March 4, 2024

CR59-2024

Moved by

Seconded by

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

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

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

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

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

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

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

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

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

THEREFORE, 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

AND FURTHER THAT a copy of this motion be sent to the Premier of Ontario (premier@ontario.ca); Minister of Municipal Affairs and Housing (minister.mah@ontario.ca); the Minister of Finance (minister.fin@ontario.ca); and to the Association of Municipalities of Ontario (amo@amo.on.ca).

☒ Carried


☐ Defeated

☐ Recorded Vote

Recorded Vote:

	Yes	No
Mayor Paul Malashewski		

Councillor Gary Adduono		
Councillor Chris Dube		
Councillor Bert Johnson		
Councillor Rick St. Louis		



Mayor

March 28, 2024

Please be advised that during the regular Council meeting of March 26, 2024 the following resolution regarding support for 'a call to action' to meet the deadline of an Accessible Ontario by 2025 was carried.

RESOLUTION NO. 2024-151

DATE: March 26, 2024

MOVED BY: Councillor MacNaughton

SECONDED BY: Councillor Pennell

WHEREAS the Accessibility for Ontarians With Disabilities Act (AODA) is ground-breaking legislation, created to help people with disabilities fully participate in society, bring them to the table in crafting regulations, and build mechanisms to enforce standards;

WHEREAS Rich Donovan, an expert in accessibility issues, was appointed as the Independent Reviewer of the Act in 2022, and in his 2023 legislative review declared a crisis as a necessary catalyst to get Ontario back on track for accessibility;

WHEREAS at least 2.9 million Ontarians currently live with a disability, representing at least 22% of the consumer base and the workforce, but due to barriers, Ontarians with disabilities are too often falling short of their full potential;

WHEREAS the AODA aims to develop, implement and enforce standards related to goods, services, accommodation, employment and buildings before Jan. 1, 2025, and municipalities, as the level of government closest to the people are at the front lines, developing, implementing and enforcing these standards without meaningful guidance on its implementation and/or enforcement by the Province;

WHEREAS people with disabilities and advocates, including Prince Edward County's Accessibility Advisory Committee, note the slow pace of current and previous Ontario governments in implementing the AODA and there are growing concerns there will be no renewed push to keep accessibility issues at the forefront after 2025;

WHEREAS Prince Edward County is dedicated and committed to creating a welcoming environment so that all people may have equitable access to programs, goods, services and facilities, but making investments to achieve the AODA

standards has been challenging given the lack of consistent and stable funding for municipalities to remove accessibility barriers;

THEREFORE BE IT RESOLVED THAT the Council of Prince Edward County strongly encourages action on the part of the Provincial Government to urgently:

- a) create a "Municipal Accessibility Fund" for municipalities to develop, implement and enforce AODA standards related to goods, services, accommodation, employment and buildings. Such a fund could be modeled after the Canada Community-Building Fund or the Ontario Cannabis Legalization Implementation Fund on a per household basis;
- b) to commit to working with municipalities to implement the Donovan Review immediate crisis recommendations;

AND FURTHER THAT the Mayor write a letter in support of this resolution to the Minister of Seniors and Accessibility, and that a copy of this resolution be sent to the Premier of Ontario, the Minister of Seniors and Accessibility, the Minister of Children, Community, and Social Services, the Minister of Health, the Minister of Municipal Affairs and Housing, the Federation of Canadian Municipalities, the Association of Municipalities of Ontario, and the Eastern Ontario Wardens Caucus, and all Ontario Municipalities.

CARRIED

Yours truly,



Catalina Blumenberg, **CLERK**

cc: Mayor Steve Ferguson, Councillor MacNaughton, Councillor Pennell, and Marcia Wallace, CAO



TOWN OF SHELburne

COUNCIL RESOLUTION

No. 08

Date: 3/25/24

Moved: Councillor Benotto

Seconded by: Councillor Wegener

BE IT RESOLVED THAT Council of the Town of Shelburne encourages all levels of government to eradicate all forms of racism especially Islamophobia and antisemitism, and that this motion be sent to our MP and MPP and all municipalities.

CARRIED, W. Mills

Requested Vote to be Recorded

☐

Yes

☒

No

Yea

Nay

Mayor Mills

☐☐

Deputy Mayor Hall

☐☐

Councillor Benotto

☐☐

Councillor Fegan

☐☐

Councillor Guchardi

☐☐

Councillor Sample

☐☐

Councillor Wegener

☐☐

March 25, 2024

Via Email:

Honourable Doug Ford
Premier of Ontario
premier@ontario.ca

Re: Memorandum from H. Ellis, Council and Committee Coordinator, dated February 2, 2024 re: Whitby Sustainability Advisory Committee Request that Council Support the Ontario Energy Board's Decision to end the Gas Pipeline Subsidy

Please be advised that at its meeting held on March 18, 2024, the Council of the Town of Whitby adopted the following as Resolution # 50-24:

Whereas residents are struggling with energy bill increases and need relief; and,

Whereas natural gas is no longer the cheapest way to heat homes because electric heat pumps are now much more efficient, can provide all heating needs even in cold climates, and result in far lower energy bills compared to gas heating; and,

Whereas natural gas is methane gas, which is a fossil fuel that causes approximately one-third of Ontario's GHG emissions, and must be phased out because it is inconsistent with all climate targets, while heat pumps result in the lowest GHG emissions and are consistent with a zero-carbon future; and,

Whereas the Ontario Energy Board (OEB) decided to end a subsidy for methane gas pipelines to be built in new construction developments, effective 2025, finding that this would lower energy bills for existing gas customers and improve affordability for new homebuyers, but this decision is at risk of being overturned by the provincial government; and,

Whereas the OEB decision will help lower energy bills and encourage heating systems that are consistent with climate targets and plans; and,

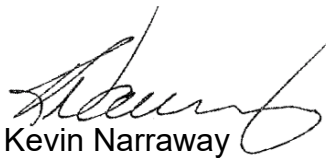
Whereas the construction of new methane gas pipelines, which have 60-year lifetimes, should not be subsidized because they are inconsistent with the Town's climate targets and will result in higher carbon emissions, higher energy bills, higher future decarbonization retrofit costs to phase out fossil fuel heating, and a

continued financial drain as dollars leave the province to pay for fossil fuels extracted in other jurisdictions.

Now therefore, be it resolved:

1. That the Town of Whitby expresses its support for the decision of the Ontario Energy Board to end the gas pipeline subsidy and ask the Ontario Government to allow the decision to stand; and,
2. That this resolution be circulated to Premier Doug Ford; the Minister of Energy, Todd Smith; the Minister of Finance, Peter Bethlenfalvy; the Minister of Municipal Affairs and Housing, Paul Calandra; the Associate Minister of Housing, Rob Flack; President of AMO, Colin Best, the Region of Durham, and all local Ontario municipalities requesting support of the proposed changes.

Should you require further information, please do not hesitate to contact Sarah Klein, Director, Strategic Initiatives at 905-430-4338.



Kevin Narraway
Sr. Manager of Legislative Services/Deputy Clerk

Copy: C. Harris, Director, Legislative Services/Town Clerk – clerk@whitby.ca
S. Klein, Director, Strategic Initiatives – kleins@whitby.ca

Honourable Todd Smith, Minister of Energy
Honourable Peter Bethlenfalvy, Minister of Finance
Honourable Paul Calandra, Minister of Municipal Affairs and Housing
Honourable Rob Flack, Associate Minister of Housing
Colin Best, President of the Association of Municipalities of Ontario
A. Harras, Regional Clerk, Regional Municipality of Durham
All Ontario Municipalities

Summary of Reports to Council April 23, 2024

Council Resolution or Member Question	Subject	Department	Projected Date of Report to Council	Comments
Councillor Renaud	Huntwick Place Petition	Public Works	April 23, 2024	<p>At the February 13, 2024, Regular Meeting of Council:</p> <p>Councillor Renaud requested that an Administrative report be prepared to address the request for the removal of “No Parking” signs in the cul-de-sac on Huntwick Place.</p> <p>Clerk’s Note: see report PW-2024-09 on today’s agenda.</p>
Mayor Meloche	Ojibway National Urban Park Status Update	Administration	May 14, 2024	<p>At the April 9, 2024, Regular Meeting of Council:</p> <p>Mayor Meloche requested that in light of the recent signing of an MOU at Point Pelee between Parks Canada and Caldwell First Nation to explore shared governance of the proposed Ojibway National Urban Park, Administration prepare a report to provide an update or status of the project where it is today and where it is going in the future.</p>

Council Resolution or Member Question	Subject	Department	Projected Date of Report to Council	Comments
Mayor Meloche	Reduced Rated for Schools Pilot Project	Culture & Recreation	August, 2024	<p>At the April 25, 2023, Regular Meeting of Council: Mayor Meloche requested that an Administrative Report be prepared following the conclusion of the pilot project regarding the success of the project.</p> <p>Comment: This project begins in September 2023 and runs until June 2024.</p>
Councillor Renaud	Declaration of Municipal Significance	Administration	Q3 2024	<p>At the August 8, 2023, Regular Meeting of Council: Councillor Renaud requested that Administration investigate whether declaring an event as Municipally Significant can be delegated to Administration.</p> <p>Comment: The Delegation of Authority By-law is set for review next year, with a recommendation to delegate this authority.</p>

Matters Referred to Budget 2025

As per the Town’s Procedural By-law, the Agenda for the 2025 Budget Deliberations must be published 10 days before the meeting. Reports will be due in the same manner as Regular Meetings and are due 14 days before the meeting.

Council Resolution or Member Question	Subject	Department	Comments

County Council Highlights for April 3, 2024

Warden Highlights Active Transportation, CR 46 Open House

Warden Hilda MacDonald highlighted Essex County's ever-expanding active transportation network Wednesday night ahead of her scheduled appearance this week on a Mayor's Panel at the Ontario Bike Summit in Waterloo.

"This year, the County of Essex is investing nearly \$6 million into its active transportation network. That includes more than 17 kilometres of paved shoulders, making traveling safer for cyclists and motorists alike," said MacDonald. "And we are going to keep building out that network until we achieve the 1,000-km goal envisioned in the draft CWATS Master Plan."

MacDonald promoted the Public Consultation Centre being held from 5 p.m. to 8 p.m. on Thursday, April 4 at the Ciociaro Club about improvements to the County Road 46 corridor. Learn more about that vital infrastructure project at countyofoessex.ca/CR46.

Council was treated by the Essex Vocal Express to a rendition of O Canada to start the meeting. The local chapter of the Barbershop Harmony Society is celebrating their 80th anniversary this year.

County Road 18/15 Intersection Review

Council voted to receive a report summarizing a safety and traffic review of the intersection of County Road 15 and County Road 18 in Essex.

RC Spencer Associates was engaged to carry out a review of the intersection and **recommended against any geometric or traffic control changes at this time.**

Administration will continue to monitor the safety and operation of the intersection.

2025 Budget Meeting Schedule

Council will begin deliberating the 2025 Budget at 9 a.m. on Thursday, Nov. 28.

Administration recommended the change after County Councillors expressed the desire during 2024 Budget deliberations to schedule Budget meetings earlier in the day.

Should it be necessary, deliberations could resume at 4 p.m. at the meeting already scheduled for Dec. 4.

Council Approves Official Plan Amendment No. 5

Council **approved an amendment to the Official Plan** to align the designation of a parcel of land at 2362 Front Load in LaSalle with the designation from the Ministry of Natural Resources and Forestry.

An applicant had requested the amendment “to correct the County’s Official Plan Schedules in accordance with the current, approved delineation of Provincially Significant Wetland on record with the Ministry of Natural Resources and Forestry and to enable future development.”

County to Consult with ERCA on Clean Water Green Spaces Program

Council directed Administration to consult with the Essex Region Conservation Authority “on the feasibility of reviewing and enhancing the Clean Water Green Spaces Program with an aim at achieving an accelerated rate of natural restoration in the County.”

Council also directed Administration to bring back a report and draft By-Law or policy to meet Municipal Act obligations regarding the protection and enhancement of tree canopy.

“ERCA is widely recognized for its forestry program having planted more than 7 million trees in the Essex region,” **said a report to Council**. “As such, there appears to be benefits to the County partnering with ERCA as the expert in tree and vegetation protection, to assist the County in fulfilling its statutory obligations.”

Council Approves Continuation of Paramedic Patient Navigator Program

Council agreed to fund the continuation of the Paramedic Patient Navigator program that has proven successful in improving the flow across the region of ambulances.

“The PPN position continues to hold great value in providing operational efficiencies for Essex-Windsor EMS, especially in creating a vital link that aligns Essex-Windsor EMS with the Ambulance Communications Centre and local emergency departments,” **said a Council report**.

“Ceasing to operate this position will undoubtedly have an impact on the flow of ambulances amongst our local hospitals, especially in periods of surge, and will likely contribute to increasing periods of code red and black, as well as increasing operational stressors on the front-line paramedics and management team.”

The program launched in 2022 with provincial funding and placed an EMS District Chief into the Central Ambulance Communications Centre.

Non-Union Salary Grid Strategy Endorsed

Council approved the implementation of new non-union salary grids and a recommended strategy to move non-union employees from the current state to a new P60 grid effective January 1, 2024.

The Corporation of the Town of LaSalle

By-law Number 8872

A By-law to amend Zoning by-law No. 8600, the
Town's Comprehensive Zoning By-Law, as
amended.

Whereas authority is granted under Section 34 of the Planning Act, R.S.O. 1990, and amendments thereto, to the Council of the Town of LaSalle to pass this By-law;

And whereas this by-law conforms to the Official Plan in effect for the Town of LaSalle, as amended;

Now therefore the Council of the Corporation of the Town of LaSalle hereby enacts as follows:

1. **That** Schedule "A", Map 3, of By-law 8600, as amended, is hereby further amended by the removal of the holding zone symbol for those lands as indicated on Schedule "A" attached hereto and forming part of this by-law.
2. **That** this by-law shall take effect from the date of passing by Council and shall come into force in accordance with Section 36 of the Planning Act, R.S.O. 1990.

Read a first and second time and finally passed this 23rd day of April 2024.

1st Reading – April 23, 2024

2nd Reading – April 23, 2024

3rd Reading – April 23, 2024

Mayor

Clerk

By-law No. 8872

Schedule “A”

Plan 971 lots 268 to 280, part of lot 247 and part of Block “BB”, part of Alley

12R-22244 part 9 and 12R-29432 parts 1 & 4



Residential One Holding Zone - “R1 (h)” to a Residential One Zone - “R1”

The Corporation of the Town of LaSalle

By-law Number 8876

A By-law to authorize an agreement with His Majesty the King in the right of the Province of Ontario as represented by the Minister of Transportation related to funding provided under the Dedicated Gas Tax Funds for Public Transportation Program

Whereas Section 9 of the *Municipal Act*, 2001, S.O. c.25 confers natural person powers on municipalities which includes the power to enter into agreements with His Majesty the King in right of the Province of Ontario;

And whereas under the Dedicated Gas Tax Funds for Public Transportation Program (“Program”) the Province of Ontario (“Province”) provides funds out of the provincial gas tax to municipalities to improve Ontario’s transportation network and support economic development in communities for public transportation expenditures;

And whereas funding to municipalities by the Minister of Transportation will be provided in accordance with the terms and conditions set out in the Letter of Agreement and 2023/2024 Program Guidelines and Requirements “guidelines and requirements);

And whereas the funds acquired through the Program will be deposited into a dedicated gas tax funds reserve account to be used in accordance with guidelines and requirements;

And whereas the Town of LaSalle deems it expedient to enter into a Letter of Agreement for the provision of funding under the Program up to a maximum amount of \$285,098.00.

Now therefore the Council of the Corporation of the Town of LaSalle hereby enacts as follows:

1. **That** the Corporation of the Town of LaSalle enter into a Letter of Agreement with the Minister of Transportation related to funding provided under the Dedicated Gas Tax Funds for Public Transportation Program, a copy of which Agreement is attached hereto and forms part of this By-law.
2. **That** the Mayor and the Clerk be and the same are hereby authorized to execute the said Letter of Agreement on behalf of the Corporation and affix the Corporation’s seal thereto, as well as any and all other documents that may be necessary to give effect to the terms of the said Letter of Agreement.
3. **That** this By-law shall come into force on the final passing thereof.

Read a first and second time and finally passed this 23rd day of April, 2024.

1st Reading – April 23, 2024

2nd Reading – April 23, 2024

3rd Reading – April 23, 2024

Mayor

Clerk

The Corporation of the Town of LaSalle
By-law Number 8877

To adopt tax rates and to further provide for
penalty and interest in default of payment thereof
for the year 2024,

Whereas administrative personnel have prepared a proposed budget which has been reviewed, scrutinized and adopted by the Members of the Town of LaSalle Council;

And whereas Section 312 of The Municipal Act, 2001, c. 25, as amended provides that the Council of a local municipality shall, after the adoption of estimates for the year pass a by-law to levy a separate tax rate on the assessment in each property class;

And whereas Sections 307 and 308 of the said Act require tax rates to be established in the same proportion to tax ratios;

And whereas certain regulations require reductions in certain tax rates for certain classes or subclasses of property.

Now therefore the Council of the Corporation of the Town of LaSalle hereby enacts as follows:

1. **That** the 2024 tax rates be adopted as set forth in Schedule “A” attached to this by-law.
2. **That** owner’s of any assessed properties shall be taxed according to the tax rates set forth in Schedule “A” attached, and such tax shall become due and payable in the hands of the Collector of Taxes in two (2) installments as follows:
 - (i) Where the total amount of taxes payable is less than one hundred (\$100.00) dollars, the same shall be payable in one installment on or before the 28th day of June 2024.
 - (ii) Fifty (50) percent of all taxes levied are to be due and payable on or before the 28th day of June 2024, and
 - (iii) The balance of all taxes levied to be due and payable on or before the 30th day of August 2024
3. **That** on all taxes of the levy which are in default, a penalty of one and one-quarter (1-1/4) percent shall be added to each payment on the first (1st) day of each month thereafter in which the default continues until paid.
4. **That** this by-law shall come into force and take effect on the day of the final passing thereof.

Read a first and second time and finally passed this 23rd day of April , 2024.

1st Reading – April 23, 2024

2nd Reading – April 23, 2024

3rd Reading – April 23, 2024

Mayor

Clerk

SCHEDULE A

2024 Tax Rates

ASSESSMENT TYPE	Description	R T C	R T Q	2024 CVA	TAX RATIO	MUNICIPAL TAX RATE	TOTAL MUNICIPAL LEVY	COUNTY TAX RATE	TOTAL COUNTY LEVY	EDUCATION TAX RATE	TOTAL EDUCATION LEVY	TOTAL TAX RATE	TOTAL LEVY
Residential	Taxable:Full-Fre Pub	R	T	13,771,795	1.000000	0.011071	152,468	0.00540493	74,436	0.00153000	21,071	0.01800593	247,975
	Taxable:Full-Fre Sep	R	T	112,280,436	1.000000	0.011071	1,243,057	0.00540493	606,868	0.00153000	171,789	0.01800593	2,021,714
	Taxable:Full-Eng Pub	R	T	2,722,018,351	1.000000	0.011071	30,135,465	0.00540493	14,712,312	0.00153000	4,164,688	0.01800593	49,012,465
	Taxable:Full-Eng Sep	R	T	1,053,139,236	1.000000	0.011071	11,659,304	0.00540493	5,692,141	0.00153000	1,611,303	0.01800593	18,962,748
Residential	Taxable:Full	R	T	3,901,209,818	1.000000	0.011071	43,190,295	0.00540493	21,085,756	0.00153000	5,968,851	0.01800593	70,244,902
Multi-Residential	Taxable:Full-Fre Sep	M	T	46,133	1.100000	0.012178	562	0.00594542	274	0.00153000	71	0.01965342	907
	Taxable:Full-Eng Pub	M	T	8,225,892	1.100000	0.012178	100,175	0.00594542	48,906	0.00153000	12,586	0.01965342	161,667
	Taxable:Full-Eng Sep	M	T	293,975	1.100000	0.012178	3,580	0.00594542	1,748	0.00153000	450	0.01965342	5,778
Multi-Residential	Taxable:Full	M	T	8,566,000	1.100000	0.012178	104,317	0.00594542	50,928	0.00153000	13,106	0.01965342	168,351
New Multi-Residential	Taxable:Full-Eng Pub	N	T	667,900	1.100000	0.012178	8,134	0.00594542	3,971	0.00153000	1,022	0.01965342	13,127
New Multi-Residential	Taxable:Full	N	T	667,900	1.100000	0.012178	8,134	0.00594542	3,971	0.00153000	1,022	0.01965342	13,127
Farm	Taxable:Full-Fre Pub	F	T		0.250000	0.002768		0.00135123		0.00038250		0.00450173	
	Taxable:Full-Fre Sep	F	T	1,982,300	0.250000	0.002768	5,487	0.00135123	2,679	0.00038250	758	0.00450173	8,924
	Taxable:Full-Eng Pub	F	T	30,325,400	0.250000	0.002768	83,941	0.00135123	40,977	0.00038250	11,599	0.00450173	136,517
	Taxable:Full-Eng Sep	F	T	5,931,700	0.250000	0.002768	16,419	0.00135123	8,015	0.00038250	2,269	0.00450173	26,703
Farm	Taxable:Full	F	T	38,239,400	0.250000	0.002768	105,848	0.00135123	51,670	0.00038250	14,627	0.00450173	172,145
Managed Forest	Taxable:Full-Eng Sep	T	T	51,400	0.250000	0.002768	142	0.00135123	69	0.00038250	20	0.00450173	231
Managed Forest	Taxable:Full	T	T	51,400	0.250000	0.002768	142	0.00135123	69	0.00038250	20	0.00450173	231
Commercial	Taxable:Full-No Support	C	T	110,584,375	1.082044	0.011979	1,324,690	0.00584837	646,738	0.00880000	973,143	0.02662737	2,944,571
	Taxable:Excess Land-No Support	C	U	1,909,308	1.082044	0.011979	22,872	0.00584837	11,166	0.00880000	16,802	0.02662737	50,840
	Taxable:Vacant Land-No Support	C	X	4,737,000	0.582500	0.006449	30,549	0.00314837	14,914	0.00633473	30,008	0.01593210	75,471
Parking Lot	Taxable:Full-No Support	G	T	290,000	0.582500	0.006449	1,870	0.00314837	913	0.00633473	1,837	0.01593210	4,620
Shopping Centres	Taxable:Full-No Support	S	T	43,300,800	1.082044	0.011979	518,700	0.00584837	253,239	0.00880000	381,047	0.02662737	1,152,986
Industrial	Taxable:Full-No Support	I	T	24,305,900	1.942500	0.021505	522,698	0.01049907	255,189	0.00880000	213,892	0.04080407	991,779
	Taxable:Full,Shared PIL-No Support*	I	H	166,300	1.942500	0.021505	3,576	0.01049907	1,746	0.01250000	2,079	0.04450407	7,401
	Taxable:Excess Land-No Support	I	U	231,800	1.942500	0.021505	4,985	0.01049907	2,434	0.00880000	2,040	0.04080407	9,459
	Taxable:Excess Land,Shared PIL-No Support*	I	K	176,700	1.942500	0.021505	3,800	0.01049907	1,855	0.01250000	2,209	0.04450407	7,864
	Taxable:Vacant Land-No Support	I	X	930,000	1.942500	0.021505	20,000	0.01049907	9,764	0.00880000	8,184	0.04080407	37,948
Large Industrial	Taxable:Full-No Support	L	T	8,022,600	2.686100	0.029738	238,576	0.01451818	116,474	0.00880000	70,599	0.05305618	425,649
	Taxable:Excess Land-No Support	L	U	35,400	2.686100	0.029738	1,053	0.01451818	514	0.00880000	312	0.05305618	1,879
Pipeline	Taxable:Full-No Support	P	T	11,322,000	1.303000	0.014426	163,331	0.00704262	79,737	0.00880000	99,634	0.03026862	342,702
TOTAL - Taxable Assessment				4,154,746,701			46,265,434		22,587,079		7,799,412		76,651,925
Residential/Farm	PIL:General-No Support	R	G	1,314,800	1.000000	0.011071	14,556	0.00540493	7,106			0.01647593	21,662
Commercial	PIL:Full-No Support	C	F	1,366,800	1.082044	0.011979	16,373	0.00584837	7,994	0.01250000	17,085	0.03032737	41,452
	PIL:General-No Support	C	G	19,500	1.082044	0.011979	234	0.00584837	114			0.01782737	348
	PIL:General,Vacant Land-No Support	C	Z	2,100	0.582500	0.006449	14	0.00314837	7			0.00959737	21
Parking Lot	PIL:Full-No Support	G	F	160,000	0.582500	0.006449	1,032	0.00314837	504	0.00633473	1,014	0.01593210	2,550
TOTAL - Payment in Lieu of Taxation Assessment				2,863,200			32,209		15,725		18,099		66,033
Utility	Utility Transmission/Distribution Taxable:Full*	U	H	778		0.408700	318	0.19950000	155	0.86090000	670	1.46910000	1,143
Short Railway	Shortline Railway Right-of-Way Taxable:Full	B	T	53,120		0.057510	3,055	0.02807000	1,491	0.11498000	6,108	0.20056000	10,654
TOTAL - Utility/Railway Assessment				53,898			3,373		1,646		6,778		11,797
TOTAL - Exempt Assessment				164,508,999									
TOTAL				4,322,118,900			46,301,016		22,604,450		7,824,289		76,729,755

The Corporation of the Town of LaSalle

By-law Number 8878

A By-law to authorize the sale of Part of Grand Blvd. Plan 731, Sandwich West (aka Gladys Blvd.), now designated as Part 2 on 12R-29675; LaSalle

Whereas the Corporation has received a request from Angela Reaume to close and purchase a portion of Grand Boulevard (aka Gladys Boulevard) designated as Part 2, on Reference Plan 12R-29675;

And whereas the Council of the Corporation received report AD-2024-08 on March 26, 2024, and deems it expedient to grant these requests and sell the lands on certain terms and conditions;

And whereas by virtue of the provisions of Section 34 of the Municipal Act, 2001, R.S.O. 2001, c. 25, as amended, a by-law permanently closing a highway, including a lane on a registered plan of subdivision, does not take effect until a certified copy of the by-law is registered in the appropriate Land Registry Office;

Now therefore the Council of the Corporation of the Town of LaSalle hereby enacts as follows:

1. That the portion of Grand Boulevard (aka Gladys Boulevard) designated as Part 2 on 12R-29675 in the Town of LaSalle, in the County of Essex be and the same are stopped up and closed.
2. Upon completion of the closing of that portion of Grand Boulevard (aka Gladys Boulevard) more particularly described in Section 1 herein, that Part 2 of the said portion of Grand Boulevard (aka Gladys Boulevard) so closed may be sold to Angela Reaume for a purchase price of \$14,025.00, plus applicable taxes and legal costs.
3. It is hereby confirmed the lands described in Section 1 of this By-Law are surplus to the needs of the Corporation.
4. That the Mayor and the Clerk be and the same are hereby authorized to do all acts and sign all documents which may be necessary to complete the sale of the said alley so closed as provided herein, and to otherwise carry out the intent of this By-Law.
5. This By-law shall come into force and take effect on the date upon which this By-Law is registered in the Land Registry Office for the County of Essex (No. 12).

Read a first and second time and finally passed this 23rd day of April, 2024.

1st Reading – April 23, 2024

2nd Reading – April 23, 2024

3rd Reading – April 23, 2024

Mayor

Clerk

The Corporation of the Town of LaSalle

By-law Number 8879

A By-law to Confirm the Proceedings of Council

Whereas Sections 8 and 9 of the *Municipal Act, 2001*, S.O. 2001, chapter 25, as amended (the “*Act*”) provide a municipality with the capacity, rights, powers and privileges of a natural person for the purposes of exercising its authority under this or any other act, enabling it to govern its affairs as it considers appropriate;

And whereas subsection 5 (3) of the *Act*, provides that the powers of a municipality shall be exercised by By-law unless the municipality is specifically authorized to do otherwise;

And whereas it is deemed expedient that the proceedings of Council at Meetings be confirmed and adopted by By-law;

Now therefore the Council of the Corporation of the Town of LaSalle hereby enacts as follows:

1. That the actions of the Council of the Corporation of the Town of LaSalle at the following meetings:
 - April 23, 2024, Parks, Recreation, and Events Committee
 - April 23, 2024, Regular Meeting of Councilin respect of each report, motion, resolution, or other action taken or direction given by the Council at its meetings held on these days are, hereby adopted, ratified and confirmed as if the same were expressly embodied in this By-law.
2. That the Mayor and proper officials of the Corporation of the Town of LaSalle are hereby authorized and directed to do all things necessary to give effect to the actions of the Council referred to in paragraph 1.
3. That the Mayor and Clerk, unless otherwise provided, of the Corporation of the Town of LaSalle are hereby authorized and directed to execute all documents necessary to give effect to the actions taken by this Council as described in paragraph 1 of this By-law, and to affix the Corporate Seal to all such documents referred to above.
4. This By-law comes into force and effect on the day of the final passing thereof.

Read a first and second time and finally passed this 23rd day of April 2024.

1st Reading – April 23, 2024

2nd Reading – April 23, 2024

3rd Reading – April 23, 2024

Mayor

Clerk