



Committee Report

Special Sustainability Advisory Committee Report

Meeting Date: February 18, 2022
Meeting Time: 9:00 a.m.
Location: Town Hall, Council Chambers
32 Mill Street, Thornbury, ON

Special Sustainability Advisory Committee Recommendations

NOTE: The following are recommendations from the Special Meeting of the Sustainability Advisory Committee to be considered for adoption by Council

- [Receive Minutes \(February 18, 2022\)](#)

Recommended (Move, second)

THAT Council of The Town of The Blue Mountains receives the Special Sustainability Advisory Committee minutes dated February 18, 2022, as attached, for information purposes.

[C.1 Integrated Community Sustainability Plan Phase 3 - Bold Actions](#)

THAT Council of Town of The Blue Mountains receives the following motion made at the February 18, 2022 Special Sustainability Advisory Committee meeting:

THAT the Sustainability Advisory Committee endorses the draft Phase 3 Survey in principle and requests that Intelligent Futures meets with the Sub-Committee to adjust the survey and its framing based on Committee and Sub-Committee member feedback;

AND THAT staff receive feedback from the Sub-Committee in advance of the February 28, 2022 survey launch, CARRIED.



Minutes

The Blue Mountains, Special Sustainability Advisory Committee

Date: February 18, 2022
Time: 9:00 a.m.
Location: Town Hall, Council Chambers - Virtual Meeting
32 Mill Street, Thornbury, ON
Prepared by:
Kyra Dunlop, Acting Executive Assistant Committees of Council

Members Present: Andrew Siegwart, Pamela Spence, Steven Troster, Kim Harris, Councillor Andrea Matrosovs, Stephen Granger

Staff Present: Manager of Sustainability and Solid Waste Jeff Fletcher, Sustainability Coordinator Nicholas Cloet, Director of Operations Shawn Carey and Manager of Communications and Economic Development Tim Hendry

A. Call to Order

A.1 Traditional Territory Acknowledgement

We would like to begin our meeting by recognizing the First Nations, Metis and Inuit peoples of Canada as traditional stewards of the land. The municipality is located within the boundary of Treaty 18 region of 1818 which is the traditional land of the Anishnaabek, Haudenosaunee and Wendat-Wyandot-Wyandotte peoples.

A.2 Committee Member Attendance

Councillor Matrosovs called the meeting to order at 9:00 a.m. Acting Executive Assistant to Committees of Council Kyra Dunlop confirmed all members were present.

Town staff present were Manager of Sustainability and Solid Waste Jeff Fletcher, Sustainability Coordinator Nicholas Cloet, Director of Operations Shawn Carey and Manager of Communications and Economic Development Tim Hendry.

A.3 Approval of the Agenda

Moved by: Pamela Spence

Seconded by: Steven Troster

THAT the Special Meeting Agenda of February 18, 2022 be approved as circulated, including any additions to the Agenda.

Yay (6): Andrew Siegwart, Pamela Spence, Steven Troster, Kim Harris, Councillor Matrosovs, and Stephen Granger

The motion is Carried (6 to 0)

A.4 Declaration of Pecuniary Interest and general nature thereof

NOTE: In accordance with the *Municipal Conflict of Interest Act* and the Town Procedural By-law 2021-76, Sustainability Advisory Committee Members must file a written statement of the interest and its general nature with the Clerk for inclusion on the Registry.

None

B. Public Comment Period (each speaker is allotted three minutes)

NOTE: In accordance with the Town Procedural By-law 2021-76 fifteen minutes is allotted at the Meeting to receive public comments regarding Sustainability Advisory Committee matters included on the Agenda. The speaker shall provide their name and address, and shall address their comments to the Chair. Comments shall not refer to personnel, litigation or potential litigation matters, or matters that are a follow-up to a Public Meeting.

NOTE: Committee meetings are currently being held virtually to assist with social distancing with respect to COVID-19. Comments received from the public that have not been included on the Agenda will be read at the meeting by the Executive Assistant.

B.1 Marc Rutherford, Resident 114 Ontario Street, Collingwood

Marc advised that he had moved to the region in June 2021. Marc noted that like many people he had left the city looking for more open space, a better place to raise his children and new opportunities to put down roots. Marc noted that he was originally from Toronto, had spent time in Ottawa and had lived in Montreal, New York, and Los Angeles. Marc noted he worked for Shutterstock and managed a team in Toronto, Los Angeles, and New York.

Marc noted that he attended the meeting to introduce himself and noted he had reviewed the Bold Actions plan. Marc noted that the Sustainability Committee was to be commended on the direction it was moving.

Marc noted he had particular interest in Point 10: Entrepreneurship, Point 12: Spaces for Community, Point 13: Artistic Expression and Point 15: A More Welcoming Committee.

Marc noted that he would bring forward an idea regarding the Black Contemporary Gallery of Art in the region given the regional Black History Museum and the location in regards to the underground railroad. Marc noted his appreciation for the Committee's time and looked forward to supporting like-minded initiatives and the opportunity to participate.

B.2 Nova Nicole Browning Rutherford, Resident 14 Trafalgar Road, Collingwood

Nova noted she had been visiting the region for the past 30 years and in November 2020 she was proud to purchase a home in Thornbury and find alignment in her work in the town. Nova advised she was a Leadership Development Facilitator and worked for Canadian development company Shopify. Nova advised that for the past 15 years she had lectured on the integration of mental health and wellbeing, was a speaker with the National Speakers Bureau and a media personality for 7 years on CTV's The Social and with Bell Media entities. Nova advised she was looking to draw peers into the leadership space in the area as a place for their own respite and the embodiment of their practices.

Nova noted that since moving to Collingwood in June 2021 that she had been involved in the Unity Collective, a committee of racialized and marginalized people who made recommendations to Town of Collingwood Council on programs which would better suit their needs. Nova noted most recently that they had hosted a discussion with Dr. Makaziwe Mandela-Amuah, the eldest daughter of Nelson Mandela and last week with Jean Augustine, the first black Member of Parliament in the House of Commons.

Nova advised that she was looking for ways to include many of the actions included in the Sustainability Plan in work she had been doing and ways to develop communities to come together, as well as making the community more welcoming to everyone. Nova noted she looked forward to providing a deputation at a future meeting and was encouraged to see the Bold Actions plan put together. Nova noted she had provided comments at each step in the process and had encouraged her peers to do the same.

C. Matters for Discussion

C.1 Integrated Community Sustainability Plan Phase 3 - Bold Actions

Intelligent Futures Consultant John Lewis noted that the goal of the first round of the Bold Actions Survey would be obtaining the public's sense of prioritization before staff and the consultants would work on the process of building out the Key Steps which would support the Bold Actions through specific direction over the next 10 years.

Manager of Sustainability and Solid Waste Jeff Fletcher noted that there would be further opportunities for revision to the Bold Actions and that it was important to identify the targets that the community would like to see achieved. Jeff noted that the wording could be adjusted if the Committee wished. Jeff advised that it was expected that approximately 50 Key Steps would be identified to support the Bold Actions, and that the Key Steps would have specific dollar values, resourcing and supports attributed to them, as it was easier to identify funding and resources on a more granular level rather than at the larger targets that the Bold Actions identified.

Sustainability Coordinator Nicholas Cloet advised that staff were looking to launch the survey to the public on February 28, 2022 and were looking for endorsement of the draft survey to meet that deadline.

Committee Members provided the following feedback and direction:

- Survey should appeal to people not already involved in the process and across income brackets;
- Bold Actions needed to be bolder, actionable, and more specific with declarative and stronger language;
- Bold Actions should be revisited once the public feedback generated through the survey is available;
- Bold Actions should be revisited as some of the proposed key steps had already been or were in the process of being implemented in the Town. Certain actions should be prioritized such as with regard to town development;
- Bold Actions should be re-framed and contextualized;
- Options in the Survey and Bold Actions need to be crystallized;
- Funding should be appropriated to the Bold Actions;
- Bold Actions could be condensed or combined; and
- Format of the Bold Actions needed to create buy-in.

Jeff noted he appreciated the Committee members comments on the Bold Actions and that staff would look to adjust wording. Jeff noted that the list of working areas needed to strike a balance between idealism and achievability and that he was pleased that each stage of the Integrated Community Sustainability Plan had come before the Committee, Council and the public to ensure a collaborative approach. Jeff noted that the draft Bold Actions and survey were serving their purpose by encouraging the type of feedback the Committee members were providing through their comments and that he expected similar comments from members of the public participating in the survey regarding the identification of actions and steps that could be prioritized. Councillor Matrosovs noted that Council had also requested that priorities be determined through the Integrated Community Sustainability Plan before the end of June 2022.

Committee Member Stephen Troster proposed that a possible Bold Action could include the creation of a strong and vibrant regional community with continued exploration of the creation of an amalgamated single-tier community.

John noted that the consultants could re-position and contextualize "Bold Actions" with other phrases to ensure it matched up with the intentions of the plan. John shared his screen to show the Committee an example of Seneca College's Sustainable Plan which showed the stream of action taken, key steps for the action, estimates resources required, who would be accountable and support the key steps, and the measure of success for the action.

Director of Operations Shawn Carey noted that many of the Town's strategic plans were connected. Shawn noted that as the Town headed into its Official Plan review that part of the process included a bid process for a consultant that would assist in updating the Town's Official Plan. Shawn noted that part of the Request for Proposal for the consultant was how they would deal with ongoing Town plans and noted that the feedback from consultants had been that it was beneficial that the Town would have their strategic plans in place before the Official Plan review was finalized, as they would help set up the policies in the revised Official Plan better. Shawn noted that other strategic plans could also be reviewed to adjust to the Bold Actions of the Integrated Community Sustainability Plan if it was identified they could bolster or add to those plans. Shawn noted that the process of working through the plan was just as important as the result. Committee Member Andrew Siegwart noted that Communications staff could highlight the connectedness of the Integrated Community Sustainability Plan with other Town projects and strategic plans to provide confidence to the survey participants.

Director of Operations Shawn Carey left the meeting at 10:34 a.m.

The Committee members discussed the distribution of the survey. Manager of Communications and Economic Development Tim Hendry noted that through consultation with the Chief Administrative Officer a new policy had been developed wherein only one Town survey would be released at a time to reduce survey fatigue in the community, as 2021 had seen a number of surveys released with overlap and which impacted the number of responses received.

Tim advised that the month of March would be dedicated to the draft Phase 3 survey. Tim advised that the Town would be promoting the survey through:

- Monthly e-newsletters which were released the first Wednesday of each month;
- Project Page on the Town Website
- Press Releases
- Post-care mailers to residents
- Print and Online Newspaper advertisements;
- Online and Digital Advertising
- Social Media Posts
- Podcast

Tim noted that the Quarterly Newsletter following the survey completion could include information on the results of the survey and the next steps of the Integrated Community Sustainability Plan.

Andrew asked if the new website required individuals to register and login to complete surveys, and Tim confirmed that that requirement had been removed from Town surveys moving forward. Individuals were able to complete Town surveys without having to register or login in.

Committee member Pamela Spence asked what the deadline for survey responses would be. Tim noted that the survey would close at the end of March and that once Communications staff ran a report on the responses, they would send to the consultants and staff for review to bring forward to the Committee.

Moved by: Andrew Siegwart

Seconded by: Stephen Granger

THAT the Sustainability Advisory Committee endorses the draft Phase 3 Survey in principle and requests that Intelligent Futures meets with the Sub-Committee to adjust the survey and its framing based on Committee and Sub-Committee member feedback;

AND THAT staff receive feedback from the Sub-Committee in advance of the February 28, 2022 survey launch.

Yay (6): Andrew Siegwart, Pamela Spence, Steven Troster, Kim Harris, Councillor Matrosovs, and Stephen Granger

The motion is Carried (6 to 0)

D. Notice of Meeting Dates

The next regular Committee Meeting:

March 9, 2022

Town Hall, Council Chambers (Virtual)

E. Adjournment

Moved by: Kim Harris

Seconded by: Stephen Granger

THAT the Sustainability Advisory Committee does now adjourn at 10:53 a.m. to meet again at the Call of the Chair.

Yay (5): Pamela Spence, Steven Troster, Kim Harris, Councillor Matrosovs, and Stephen Granger

Absent (1): Andrew Siegwart

The motion is Carried (5 to 0, 1 absent)