



# City of Barrie

70 Collier Street  
P.O. Box 400  
Barrie, ON L4M 4T5

## Final City Council

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Wednesday, December 3, 2025

7:00 PM

Council Chamber

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### **CALLING TO ORDER BY THE CITY CLERK, WENDY COOKE**

The meeting was called to order by the City Clerk at 7:04 p.m. The following were in attendance for the meeting:

**Present:** 10 - Mayor, A. Nuttall  
Deputy Mayor, R. Thomson  
Councillor, C. Riepma  
Councillor, C. Nixon  
Councillor, AM. Kungl  
Councillor, A. Courser  
Councillor, N. Nigussie  
Councillor, G. Harvey  
Councillor, J. Harris  
Councillor, B. Hamilton

**Absent:** 1 - Councillor, S. Morales

### **STAFF:**

Acting Director of Corporate Asset Management, T. Reeve  
Acting General Manager of Infrastructure and Growth Management, S. Diemert  
Chief Administrative Officer, M. Prowse  
City Clerk/Director of Legislative and Court Services, W. Cooke  
Deputy City Clerk, T. Macdonald  
Director of Boundary Adjustment Team, K. Oakley  
Director of Economic and Creative Development, S. Schlichter  
Director of Information Technology, R. Nolan  
Director of Legal Services, I. Peters  
Director of Operations, D. Friary  
Director of Transit and Parking Strategy, B. Forsyth  
Executive Director of Development Services, M. Banfield  
Fire Chief, K. White  
General Manager of Access Barrie, R. James-Reid  
General Manager of Community and Corporate Services, J. Schmidt  
Interim Director of Finance, C. Smith  
Legislative Coordinator, T. Maynard

Senior Policy Advisor and Legislative Coordinator, E. Chappell  
Service Desk Specialist, M. Burry.

## **PLAYING OF THE NATIONAL ANTHEM**

The National Anthem was played.

## **READING OF LAND ACKNOWLEDGMENT**

Mayor, A. Nuttall read the Land Acknowledgement.

## **STUDENT MAYOR(S)**

### **25-A-115**

### **COMMENTS FROM OUTGOING STUDENT MAYOR(S)**

Michelle Okoroafor representing St. Peter's Catholic Secondary School discussed their experience as Student Mayor indicating that the tours of Barrie Fire Service and Barrie Police Services were enjoyable and informative. Michelle shared how members of Council negotiate and discuss items, even when they have different opinions which has shown them the importance of respect, patience and open mindedness when making decisions affecting the community.

Michelle thanked Council and staff for the opportunity. Mayor Nuttall thanked Michelle for their time in serving the City of Barrie and presented them with a certificate commemorating their time as Student Mayor

Camille Chodokufa representing Hillcrest Public Elementary discussed their experience as Student Mayor, highlighting the tours of Barrie Fire Service and Barrie Police Services. Camille shared that they learned how matters are debated and how decisions are made by City Council. Camille indicated the experience has made them feel more involved in the community, and more knowledgeable about the work that goes into running the City.

Camille thanked Council and staff for the opportunity. Mayor Nuttall thanked Camille for their time in serving the City of Barrie and presented them with a certificate commemorating their time as Student Mayor

### **SWEARING IN OF NEW STUDENT MAYOR(S)**

Tracy MacDonald, Deputy City Clerk called upon Sera Anish representing Steele Street Public Elementary School to be sworn into office as Student Mayor. After being sworn into office, Sera assumed their seat next to Mayor Nuttall.

Mayor Nuttall congratulated Sera on their appointment as Student Mayor and welcomed them to City Council. Members of Council introduced themselves to Sera.

**CONFIRMATION OF THE MINUTES**

**25-A-116** The Minutes of the City Council meeting dated November 19, 2025, were adopted as printed and circulated.

**COMMITTEE REPORTS**

**25-A-117** General Committee Report dated November 26, 2025, Sections, A, B, C, D, E, F and G (APPENDIX "A").

**SECTION "A" - TO BE RECEIVED**

Moved by: Deputy Mayor, R. Thomson

Seconded by: Councillor, G. Harvey

That Section "A" of the General Committee Report dated November 26, 2025, be received.

**25-G-239** REPORT OF THE AFFORDABILITY COMMITTEE DATED OCTOBER 29, 2025

**25-G-240** REPORT OF THE AFFORDABILITY COMMITTEE DATED NOVEMBER 12, 2025

**25-G-241** REPORT OF THE INFRASTRUCTURE AND COMMUNITY INVESTMENT COMMITTEE DATED NOVEMBER 19, 2025

**CARRIED****SECTION "B" - TO BE ADOPTED**

Moved by: Deputy Mayor, R. Thomson

Seconded by: Councillor, G. Harvey

That Section "B" of the General Committee Report dated November 26, 2025, be adopted.

**25-G-242** REPORT BACK - CULTURE PLAN UPDATE

**25-G-243** ESTABLISHING AND REGULATING (E&R) BARRIE FIRE AND EMERGENCY SERVICES BY-LAW UPDATE

**25-G-244** STREET NAMES - HEWITT'S CENTRAL DRAFT PLAN OF SUBDIVISION (WARD 10)

[25-G-245](#) STREET NAMES - HEWITT'S GATE PHASE 5 DRAFT PLAN OF SUBDIVISION (WARD 10)

[25-G-246](#) SPEED LIMIT REVIEW - ESSA ROAD (WARD 7)

[25-G-247](#) PROPOSED EMPLOYMENT DEVELOPMENT COMMUNITY IMPROVEMENT PLAN (CIP)

[25-G-248](#) RED-LIGHT CAMERA PROGRAM

**CARRIED**

**SECTION "C" - TO BE ADOPTED**

Moved by: Deputy Mayor, R. Thomson

Seconded by: Councillor, G. Harvey

That Section "C" of the General Committee Report dated November 26, 2025, be adopted.

[25-G-249](#) ELECTRIC VEHICLE SUPPLY EQUIPMENT UPDATE

**CARRIED**

**SECTION "D" - TO BE ADOPTED**

Moved by: Deputy Mayor, R. Thomson

Seconded by: Councillor, G. Harvey

That Section "D" of the General Committee Report dated November 26, 2025, be adopted.

[25-G-250](#) KEMPENFEST CONSULTATION

**CARRIED**

**SECTION "E" - TO BE ADOPTED**

Moved by: Deputy Mayor, R. Thomson  
Seconded by: Councillor, G. Harvey

That Section "E" of the General Committee Report dated November 26, 2025, be adopted.

**25-G-251** 2025 WATERSPORT PILOT PROJECT RESULTS (WARDS 1, 2, 8 AND 10)

**AMENDMENT #1**

Moved by: Councillor, B. Hamilton  
Seconded by: Deputy Mayor, R. Thomson

That motion 25-G-251 of Section "E" of the General Committee Report dated November 26, 2025, concerning the 2025 Watersport Pilot Project Results (Wards 1, 2, 8 and 10) be amended by the following:

That due to the success of the pilot project in 2025, and notwithstanding the City's procurement by-law all vendors that participated in the 2025 pilot project be permitted to continue their operation for the 2026 Boating season; and

That staff in Corporate Facilities (Marina) issue and complete a Request for Proposal (RFP) to implement a permanent watersport vendor process in time for the 2027 Boating season, with a term for the vendors of one-year with an option to renew for a three year term; and

That existing vendors participating in the pilot project be invited to submit a bid for the request for proposal.

**CARRIED**

Upon the question of the original motion moved by Deputy Mayor, R. Thomson and seconded by Councillor, G. Harvey, the motion was **CARRIED AS AMENDED BY AMENDMENT #1**

**25-G-252** 2025 CAPITAL PROJECT STATUS REPORT

**CARRIED**

**SECTION "F" - TO BE ADOPTED**

Moved by: Deputy Mayor, R. Thomson  
Seconded by: Councillor, G. Harvey

That Section "F" of the General Committee Report dated November 26, 2025, be adopted.

**25-G-253** REVIEW OF SIGN BY-LAW 2018-029

Councillor A. Kungl declared a potential pecuniary interest in the matter as provisions in the proposed motion could apply as the CEO of a charitable not-for-profit organization that could potentially result in financial gains. She did not participate or vote on the matter, and pushed her chair away from the Council table.

Councillor J. Harris declared a potential pecuniary interest in the matter as provisions in the proposed motion could apply as the CEO of a charitable not-for-profit organization that could potentially result in financial gains. He did not participate or vote on the matter, and pushed his chair away from the Council table.

**CARRIED**

**SECTION "G" - TO BE ADOPTED**

Moved by: Deputy Mayor, R. Thomson  
Seconded by: Councillor, G. Harvey

That Section "G" of the General Committee Report dated November 26, 2025, be adopted.

**25-G-254** MEMORANDUM - COUNTY OF SIMCOE BUDGET**25-G-255** MEMORANDUM - SANDBOX CENTRE ANNUAL REPORT AND REQUEST**25-G-256** MEMORANDUM - COUNTY OF SIMCOE MUNICIPAL SERVICES AGREEMENT

**CARRIED**

**ENQUIRIES**

Members of Council addressed enquires to City staff and received responses.

**ANNOUNCEMENTS**

Members of Council provided announcements concerning a number of matters.

**BY-LAWS**

Moved by: Deputy Mayor, R. Thomson  
Seconded by: Councillor, G. Harvey

That leave be granted to introduce the following Bill and this Bill be read a first, second and third time this day and finally passed:

**BY-LAW**  
**2025-120**

Bill #120

A By-law of The Corporation of the City of Barrie to provide for an interim tax levy on all property classes in the City of Barrie. (13-G-216 ) (2026 Interim Tax By-law) (Note: Memorandum is listed on Circulation List dated December 3, 2025)

**CARRIED****CONFIRMATION BY-LAW**

Moved by: Deputy Mayor, R. Thomson  
Seconded by: Councillor, G. Harvey

That leave be granted to introduce the following Bill and this Bill be read a first, second and third time this day and finally passed:

**BY-LAW**  
**2025-121**

Bill #121

A By-law of The Corporation of the City of Barrie to confirm the proceedings of Council at its meeting held on the 3rd day of December 2025.

**CARRIED****ADJOURNMENT**

Moved by: Councillor, J. Harris  
Seconded by: Councillor, N. Nigusssie

That the meeting be adjourned at 7:46 p.m.

**CARRIED**

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**Mayor, A. Nuttall**

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**Wendy Cooke, City Clerk**

# **APPENDIX “A”**

**General Committee Report dated  
November 26, 2025**





# City of Barrie

70 Collier Street  
P.O. Box 400  
Barrie, ON L4M 4T5

## Final General Committee

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Wednesday, November 26, 2025

7:00 PM

Council Chamber

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### GENERAL COMMITTEE REPORT

**For consideration by City Council on December 3, 2025.**

The meeting was called to order by Mayor A. Nuttall at 7:25 p.m. The following were in attendance for the meeting:

**Present:** 11 - Mayor, A. Nuttall  
Deputy Mayor, R. Thomson  
Councillor, C. Riepma  
Councillor, C. Nixon  
Councillor, AM. Kungl  
Councillor, A. Courser  
Councillor, N. Nigussie  
Councillor, G. Harvey  
Councillor, J. Harris  
Councillor, S. Morales  
Councillor, B. Hamilton

#### **STAFF:**

Acting Director of Corporate Asset Management, T. Reeve  
Chief Administrative Officer, M. Prowse  
Chief Building Official, P. Evans  
City Clerk/Director of Legislative and Court Services, W. Cooke  
Coordinator of Elections and Special Projects, T. McArthur  
Deputy City Clerk, T. Macdonald  
Director of Boundary Adjustment Team, K. Oakley  
Director of Corporate Facilities, R. Pews  
Director of Economic and Creative Development, S. Schlichter  
Director of Information Technology, R. Nolan  
Director of Transit and Parking Strategy, B. Forsyth  
Executive Director of Development Services, M. Banfield  
Fire Chief, K. White  
General Manager of Community and Corporate Services, J. Schmidt  
General Manager of Infrastructure and Growth Management, B. Araniyasundaran  
Interim Director of Finance, C. Smith  
Legal Counsel, C. Packham

Legislative Coordinator, C Payne  
Senior Policy Advisor and Legislative Coordinator, E. Chappell  
Service Desk Specialist, M. Burry  
Supervisor of Budget, A. Ceschia  
Supervisor of Enforcement Services, J. Forgrave.

The General Committee reports that the following matters were dealt with on the consent portion of the agenda:

### **SECTION "A"**

#### **25-G-239      REPORT OF THE AFFORDABILITY COMMITTEE DATED OCTOBER 29, 2025**

Councillor, C. Nixon provided an overview of the Affordability Committee dated October 29, 2025.

That the Report of the Affordability Committee dated October 29, 2025, was received.

This matter was recommended (Section "A") to City Council for consideration of receipt at its meeting to be held on 2025-12-03.

#### **25-G-240      REPORT OF THE AFFORDABILITY COMMITTEE DATED NOVEMBER 12, 2025**

Councillor, J. Harris provided an overview of the Affordability Committee dated November 12, 2025.

That the Report of the Affordability Committee dated November 12, 2025, was received.

This matter was recommended (Section "A") to City Council for consideration of receipt at its meeting to be held on 2025-12-03.

#### **25-G-241      REPORT OF THE INFRASTRUCTURE AND COMMUNITY INVESTMENT COMMITTEE DATED NOVEMBER 19, 2025**

Councillor, B. Hamilton provided an overview of the Infrastructure and Community Committee dated October 29, 2025.

That the Report of the Infrastructure and Community Investment Committee dated November 19, 2025, was received.

This matter was recommended (Section "A") to City Council for consideration of receipt at its meeting to be held on 2025-12-03.

The General Committee reports that the following matters were dealt with on the consent portion of the agenda:

## **SECTION "B"**

### **25-G-242**

#### **REPORT BACK - CULTURE PLAN UPDATE**

1. That the City of Barrie Culture Plan Update attached as Appendix A to the Report to the Infrastructure and Community Investment Committee dated November 19, 2025, concerning the Report Back - Culture Plan Update, be received and approved in principle to guide the future planning and development of the cultural sector.
2. That the overall 65 recommendations identified in this Report Back - Culture Plan Update be used to guide the development of the 2026 - 2035 Cultural Development operating budgets and future Capital Plans for Council consideration as part of the Business Plan approval process.
3. That the following implementation items be included as part of the 2026 Budget, with a net-zero impact on tax base:
  - a) Allocate unspent funds from Capital Project EC1000 Culture Plan and Public Art Master Plan in the amount of \$50,000 to create a new capital project to update the Arts and Culture Investment Program to align with the new Culture Plan and Performing Arts Centre, including exploring alternate funding models to grow the program; and
  - b) Re-allocate summer student salaries in the amount of \$32,000 within the Economic and Creative Development budget to provide additional resource capacity within the Small Business Centre in the form of programming, and/or conversion of a part-time resource, to temporary full-time, to deliver consultation services, professional development programs to support culture organizations' in building capacity in preparation for a new Performing Arts Centre.
4. That an intake form be included in the 2027 Budget for the development of an In-Kind Tourism and Culture Event Grant Program to offset hard costs for municipal provided services (i.e. transit shuttles, waste removal, etc.) for significant tourism-driving and culture supportive events with cost recovery to be supported by the Tourism Reserve of up to \$100,000, and with the following program goals:

- a) Boost Tourism: Support events that attract visitors, generating economic activity for local businesses (e.g., accommodations, restaurants, retail);
  - b) Enhance Cultural Vibrancy: Encourage the development of tourism-focused events that develop the profile of local artists and art forms and promote the City of Barrie as a cultural destination;
  - c) Increase Capacity: Provide resources to local non-profits delivering arts and culture events with a tourism impact, reducing their event infrastructure expenses and allowing them to focus funds on programming; and
  - d) Promote Civic Pride: Utilize municipal assets to strengthen community connection and celebration.
5. That staff in the Recreation and Culture Services Department in consultation with Economic and Creative Development Department report back to General Committee on the progress of the plan's implementation as part of the Department's Performance and Budget Reporting. (File: R09)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**25-G-243****ESTABLISHING AND REGULATING (E&R) BARRIE FIRE AND EMERGENCY SERVICES BY-LAW UPDATE**

That By-law 2012-200 concerning the establishing and regulating of Barrie Fire and Emergency Services be repealed and replaced with the draft by-law attached as Appendix A to Staff Report BFES003-25. (BFES003-25)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**25-G-244****STREET NAMES - HEWITT'S CENTRAL DRAFT PLAN OF SUBDIVISION (WARD 10)**

1. That the following names from the Municipal Naming Registry, identified in Appendix A - Street Name Schema to Staff Report DEV041-25, be approved as the street names in Hewitt's Central Draft Plan of Subdivision (D30-012-2024):
  - a) Street D - Crosswinds Road
  - b) Street E - Wheatland Road
  - c) Street F - Brookland Street
  - d) Street G - Still Water Way
  - e) Street I - Wildfield Way

2. That the following municipal street names, identified in Appendix A - Street Name Schema to Staff Report DEV041-25, be confirmed as prolongations of existing municipal streets into Hewitt's Central Draft Plan of Subdivision (D30-012-2024):
- a) Street A - Prince William Way
  - b) Street B - Terry Fox Drive
  - c) Street C - Lally Terrace
  - d) Street H - Giovanni Crescent (DEV041-25)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**25-G-245 STREET NAMES - HEWITT'S GATE PHASE 5 DRAFT PLAN OF SUBDIVISION (WARD 10)**

1. That the following names from the Municipal Naming Registry, identified in Appendix A - Street Name Schema to Staff Report DEV042-25, be approved as the street names in Hewitt's Gate Phase 5 Draft Plan of Subdivision (D12-426):
- a) Street Z - Ridgehill Way
2. That the following municipal street names, identified in Appendix A - Street Name Schema to Staff Report DEV042-25, be confirmed as prolongations of existing municipal streets into Hewitt's Gate Phase 5 Draft Plan of Subdivision (D12-426):
- a) Street A - Lally Terrace
  - b) Street C - Prince William Way
  - c) Street O - Chardonnay Heights
  - d) Street Q - Ginseng Trail

(DEV042-25) (Files: D19-GIN/D19-LAL/D19-PRI/D19-RID, D12-426)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**25-G-246 SPEED LIMIT REVIEW - ESSA ROAD (WARD 7)**

1. That Rates of Speed By-law 2002-191, Schedule "C" "Authorized Rates of Maximum Speed - 60 Kilometres Per Hour" be amended by removing the following:

<u>Street</u>	<u>From</u>	<u>To</u>
Essa Road	Coughlin Road	A point 254 metres south of Maplevue Drive West
Essa Road	A point 43 metres south of Athabaska Road	South City Limit

2. That Rates of Speed By-law 2002-191, Schedule "A" "Authorized Rates of Maximum Speed - 40 Kilometres Per Hour" be amended by removing the following:

<u>Street</u>	<u>From</u>	<u>To</u>
Essa Road on both sides	A point 254 metres South to Mapleview Drive West	A point 43 metres South of Athabaska Road

3. That Rates of Speed By-law 2002-191, Schedule "C" "Authorized Rates of Maximum Speed - 60 Kilometres Per Hour" be amended by adding the following:

<u>Street</u>	<u>From</u>	<u>To</u>
Essa Road	Coughlin Road	South City Limit" (DEV044-25)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

#### **25-G-247**

#### **PROPOSED EMPLOYMENT DEVELOPMENT COMMUNITY IMPROVEMENT PLAN (CIP)**

1. That Staff Report ECD010-25 regarding Financial Incentives and Implementation Process in the Employment Development Community Improvement Plan (CIP) be approved and the following actions be undertaken:
  - a) That the new Employment Development Community Improvement Project Area By-law, being By-law No. 2025-XXX contained in Appendix "A" to Staff Report ECD010-25 be approved;
  - b) That the new Employment Development CIP By-law, being By-law No. 2025-XXX, to approve the proposed new Employment Development Community Improvement Plan (CIP) contained in Appendix "B" to Staff Report ECD010-25, be approved;
  - c) That at the time of writing Staff Report ECD010-25, the Industrial/ Commercial Land Reserve Fund had a total of approximately \$856,000 which shall be reallocated for Employment Development CIP use to the end of 2026, and any remaining funds will be carried forward for the following year; and
  - d) That commencing by the end of the first quarter of 2026, staff will launch a continuous application intake for the Employment Development CIP to be implemented as per the eligibility criteria outlined in the Employment Development CIP contained in Appendix "C" to Staff Report ECD010-25.

2. That pursuant to Sections 17(22) and 28(5) of the *Planning Act*, no further public notification is required prior to the passing of the by-laws. (ECD010-25)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

#### **25-G-248**

#### **RED-LIGHT CAMERA PROGRAM**

1. That correspondence be sent to the Minister of Transportation requesting that the City of Barrie be approved to install and operate approved Red-Light Camera (RLC) systems within the city limits where data shows a high level of red-light running.
2. That the City Clerk/Director of Legislative and Court Services and Executive Director of Development Services or their designates be authorized to execute any agreements, amending agreements or documents requisite to the Red-Light Camera program.
3. That red-light cameras be installed at locations experiencing high levels of red-light running being experienced, with initial funding to come from the ASE Reserve based on costs included in confidential Appendix A to Staff Report LCS009-25.
4. That two Red-Light Camera Provincial Offences Officers be added as complement utilizing approved funding for the Administrative Penalties Clerk position from the 2026 Business Plan and revenues received through the Red-Light Camera Program.
5. That any net revenues from the Red-Light Camera Program be allocated to the ASE Reserve (to be renamed as the Red-Light Camera Reserve) to be utilized for traffic calming/safety measures.
6. That staff be authorized to contact and enter into agreements with other municipalities who may be interested in having Barrie process RLC violations on their behalf and share operating costs and report back to Council by memorandum if other municipalities are added. (LCS009-25) (P34/25 and P36/25)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

The General Committee met and recommends adoption of the following recommendation(s):

**SECTION "C"**

**25-G-249**

**ELECTRIC VEHICLE SUPPLY EQUIPMENT UPDATE**

1. That the Director of Corporate Facilities issue a request for proposals, if needed, and be authorized to enter into an agreement with the successful third-party turnkey service provider for the replacement and upgrade of the current downtown Electric Vehicle Supply Equipment (EVSE) under the following general parameters, and with terms subject to approval by the Director of Legal Services and the Director of Transit and Parking Strategy:
  - a) The third-party turnkey service provider would be responsible for the provision and installation of replacement and/or upgraded existing EVSE in the downtown with universal charging stations, at no cost to the City;
  - b) The third-party turnkey service provider would be responsible for management of operational aspects related to the EVSE including maintenance, client services, as well as setting, collecting, and overseeing fee and charging services;
  - c) The third-party turnkey service provider would be responsible for maintenance and other operating costs associated with the equipment;
  - d) The third-party turnkey service provider would be responsible for decisions related to the number and location of EVSE, in consultation with the City; and
  - e) The agreement would, where appropriate, align with the provisions of the City's existing EVSE contracts, and confirm that:
    - i. The City retains the right to expand, add, or remove EVSE, utilizing grant funding where available;
    - ii. The service provider has first right of refusal for integrating any new charging stations at covered locations;
    - iii. The City retains ownership of all auxiliary EVSE infrastructure, excluding the charging stations; and



- iv. An annual cap on price increases will be established for the contract term.
2. That should the procurement be unsuccessful, staff include alternative services options for consideration within the 2027 Business Plan.
3. That the Director of Corporate Facilities be authorized to amend the agreement with the turnkey service provider and the existing agreement with Alectra Services Inc., as necessary, to support the evolving needs of the electric vehicle infrastructure program. This may include, but is not limited to, the addition or removal of electric vehicle supply equipment, and adjustments to the scope, terms, or conditions of the agreements to ensure continued alignment with operational requirements and strategic objectives. (P14/24)

This matter was recommended (Section "C") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

## **SECTION "D"**

### **25-G-250**

#### **KEMPENFEST CONSULTATION**

That the Report to the Infrastructure and Community Investment Committee dated November 19, 2025 concerning the Kempenfest Consultation be referred back to staff in the Recreation and Culture Department in order to provide staff the opportunity to review Kempenfest's financial records and funding/in-kind services to be provided to them. (P13/24)

This matter was recommended (Section "D") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

## **SECTION "E"**

### **25-G-251**

#### **2025 WATERSPORT PILOT PROJECT RESULTS (WARDS 1, 2, 8 AND 10)**

That Staff Report FAC007-27 concerning the 2025 Watersport Pilot Project Results be referred to the Finance and Responsible Governance Committee for further consideration. (FAC007-25) (P17/25)

This matter was recommended (Section "E") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**25-G-252****2025 CAPITAL PROJECT STATUS REPORT**

1. That staff be authorized to close projects and project phases as described in Appendix B, Capital Project Closures, to Staff Report FIN014-25.
2. That staff be authorized to decrease the Capital Plan approved budget in the amount of \$2,389,420 and adjust funding plans as described in Appendix B, Capital Project Closures to Staff Report FIN014-25. (FIN014-25)

This matter was recommended (Section "E") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**SECTION "F"****25-G-253****REVIEW OF SIGN BY-LAW 2018-029**

**Councillor A. Kungl declared a potential pecuniary interest in the matter as provisions in the proposed motion could apply as the CEO of a charitable not-for-profit organization that could potentially result in financial gains. She pushed her chair away from the Council table.**

**Councillor J. Harris declared a potential pecuniary interest in the matter as provisions in the proposed motion could apply as the CEO of a charitable not-for-profit organization that could potentially result in financial gains. He pushed his chair away from the Council table.**

1. That City of Barrie By-law 2018-029 (Sign By-law) be amended by adding the following sections to section 12.3.0.0.0. - Ground Signs:

Section 12.3.6.0.0. - Third Party Advertising - Ground Signs

Section 12.3.6.1.0. - Third Party Advertising is not permitted on a ground sign unless one or more of the following provisions are established.

Section 12.3.6.1.1. - The third party advertising is for a business, goods, products, services or facilities on an adjacent property to the location the ground sign is situated and the properties are designed to operate as a singular development and linked as to allow vehicular traffic to transition from one parcel to another to access the businesses without having to leave the private property.

Section 12.3.6.1.2. - The third party advertising is a for a registered charitable or not-for-profit organization to promote their specific goods, products, services or facilities and/or fundraising initiatives.

2. That City of Barrie By-law 2018-029 (Sign By-law) be amended by deleting section 2.1.6.0.0. and replacing it with the following:

Section 2.1.6.0.0. - Ground Sign: means a permanent sign in a fixed location, wholly supported by one or more uprights, poles, braces and located on a structural base placed in the ground, and shall include soft landscape treatment at the base of the sign or supporting structure. For the purposes of this by-law, a pylon sign is a ground sign.

3. That City of Barrie By-law 2018-029 (Sign By-law) be amended by deleting section 2.1.12.0.0. and replacing it with the following:

Section 2.1.12.0.0. - Poster Panel Sign: means a permanent sign that advertises goods, products, services or facilities that are not available at the location where the sign is situated or that directs persons to a location different from that where the sign is located, and shall include free standing structures and signs attached in any manner to the wall of a building or structure and includes a standardized sign structure erected and maintained by a business engaged in the sale or rental of space upon which advertising copy is displayed advertising goods or services that are not necessarily conducted within or upon the lot upon which the sign is located. For the purposes of this by-law, a billboard sign is considered a poster panel sign.

4. That City of Barrie By-law 2018-029 (Sign By-law) be amended by deleting section 11.1.11.0.0. and replacing it with the following:

Section 11.1.11.0.0. - signs erected, placed, painted on or attached to a wall of a building or structure that advertises, identifies or provides information on goods, products, service or facilities that are not available at the location where the sign is situated, commonly referred to as third party advertising.

5. That City of Barrie By-law 2018-029 (Sign By-law) be amended by deleting section 12.3.5.1.7. and replacing it with the following:

Section 12.3.5.1.7. - Notwithstanding section 12.3.5.1.6., where a lot abuts two or more streets, one (1) ground sign containing a digital display/electronic message board may be erected on each street frontage provided that the said street frontage is greater than 15.0m.

6. That staff in the Legislative and Court Services Department (Enforcement Services Branch) be directed to apply for set fines for offences as set out in the City of Barrie Bylaw 2018-029 (Sign By-law).

7. That staff in Legislative and Court Services Enforcement Services Branch, implement a pilot project beginning January 1, 2026 and

ending June 30, 2027, that will permit unrestricted third-party advertising on the digital display contained within the ground sign located at 509 Bayfield Street under the following conditions:

- a) That the existing ground sign is not changed or altered in any manner for the duration of the pilot project, except for necessary repairs as required to ensure good working order;
  - b) That sections 12.3.5.0.0. to 12.3.5.1.7 (Digital Display / Electronic Message Board) of By-law 2018-029 shall continue to apply;
  - c) That Business Licensing By-law 2006-266 - Sign Company requirement shall not apply for the term of the pilot; and
  - d) Failure to comply with any of these provisions during the term of the pilot project shall result in immediate termination of the project.
8. That the City be permitted to publicize public safety items, emergency alerts or other City sanctioned or approved messaging on one out of every eight slides of the digital display at 509 Bayfield Street at no cost and enter into an agreement in support of this with RioCan Georgian Mall to be executed by the Mayor and City Clerk in a form acceptable to the Director of Legal Services. (LSC007-25) (File: P00) (P7/24)

This matter was recommended (Section "F") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

## **SECTION "G"**

### **25-G-254**

#### **MEMORANDUM - COUNTY OF SIMCOE BUDGET**

That the staff memorandum regarding the County of Simcoe budget from the Circulation List dated November 26, 2025 be referred to the December 3, 2025 General Committee meeting.

This matter was recommended (Section "G") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**25-G-255****MEMORANDUM - SANDBOX CENTRE ANNUAL REPORT AND REQUEST**

That the staff memorandum regarding the Sandbox Centre annual report and request from the Circulation List dated November 26, 2025 be referred to the January 2026 Infrastructure and Community Investment Committee meeting.

This matter was recommended (Section "G") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**25-G-256****MEMORANDUM - COUNTY OF SIMCOE MUNICIPAL SERVICES AGREEMENT**

That the staff memorandum regarding the County of Simcoe municipal services agreement from the Circulation List dated November 26, 2025 be referred to the December 3, 2025 General Committee meeting.

This matter was recommended (Section "G") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**ENQUIRIES**

Members of General Committee addressed enquires to City staff and received responses.

**ANNOUNCEMENTS**

Members of General Committee provided announcements concerning a number of matters.

**ADJOURNMENT**

The meeting adjourned at 8:17 p.m.

CHAIRMAN



# City of Barrie

70 Collier Street  
P.O. Box 400  
Barrie, ON L4M 4T5

## Final General Committee

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Wednesday, November 26, 2025

7:00 PM

Council Chamber

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### GENERAL COMMITTEE REPORT

**For consideration by City Council on December 3, 2025.**

The meeting was called to order by Mayor A. Nuttall at 7:25 p.m. The following were in attendance for the meeting:

**Present:** 11 - Mayor, A. Nuttall  
Deputy Mayor, R. Thomson  
Councillor, C. Riepma  
Councillor, C. Nixon  
Councillor, AM. Kungl  
Councillor, A. Courser  
Councillor, N. Nigussie  
Councillor, G. Harvey  
Councillor, J. Harris  
Councillor, S. Morales  
Councillor, B. Hamilton

#### **STAFF:**

Acting Director of Corporate Asset Management, T. Reeve  
Chief Administrative Officer, M. Prowse  
Chief Building Official, P. Evans  
City Clerk/Director of Legislative and Court Services, W. Cooke  
Coordinator of Elections and Special Projects, T. McArthur  
Deputy City Clerk, T. Macdonald  
Director of Boundary Adjustment Team, K. Oakley  
Director of Corporate Facilities, R. Pews  
Director of Economic and Creative Development, S. Schlichter  
Director of Information Technology, R. Nolan  
Director of Transit and Parking Strategy, B. Forsyth  
Executive Director of Development Services, M. Banfield  
Fire Chief, K. White  
General Manager of Community and Corporate Services, J. Schmidt  
General Manager of Infrastructure and Growth Management, B. Araniyasundaran  
Interim Director of Finance, C. Smith  
Legal Counsel, C. Packham

Legislative Coordinator, C Payne  
Senior Policy Advisor and Legislative Coordinator, E. Chappell  
Service Desk Specialist, M. Burry  
Supervisor of Budget, A. Ceschia  
Supervisor of Enforcement Services, J. Forgrave.

The General Committee reports that the following matters were dealt with on the consent portion of the agenda:

### **SECTION "A"**

#### **25-G-239      REPORT OF THE AFFORDABILITY COMMITTEE DATED OCTOBER 29, 2025**

Councillor, C. Nixon provided an overview of the Affordability Committee dated October 29, 2025.

That the Report of the Affordability Committee dated October 29, 2025, was received.

This matter was recommended (Section "A") to City Council for consideration of receipt at its meeting to be held on 2025-12-03.

#### **25-G-240      REPORT OF THE AFFORDABILITY COMMITTEE DATED NOVEMBER 12, 2025**

Councillor, J. Harris provided an overview of the Affordability Committee dated November 12, 2025.

That the Report of the Affordability Committee dated November 12, 2025, was received.

This matter was recommended (Section "A") to City Council for consideration of receipt at its meeting to be held on 2025-12-03.

#### **25-G-241      REPORT OF THE INFRASTRUCTURE AND COMMUNITY INVESTMENT COMMITTEE DATED NOVEMBER 19, 2025**

Councillor, B. Hamilton provided an overview of the Infrastructure and Community Committee dated October 29, 2025.

That the Report of the Infrastructure and Community Investment Committee dated November 19, 2025, was received.

This matter was recommended (Section "A") to City Council for consideration of receipt at its meeting to be held on 2025-12-03.

The General Committee reports that the following matters were dealt with on the consent portion of the agenda:

## **SECTION "B"**

### **25-G-242**

#### **REPORT BACK - CULTURE PLAN UPDATE**

1. That the City of Barrie Culture Plan Update attached as Appendix A to the Report to the Infrastructure and Community Investment Committee dated November 19, 2025, concerning the Report Back - Culture Plan Update, be received and approved in principle to guide the future planning and development of the cultural sector.
2. That the overall 65 recommendations identified in this Report Back - Culture Plan Update be used to guide the development of the 2026 - 2035 Cultural Development operating budgets and future Capital Plans for Council consideration as part of the Business Plan approval process.
3. That the following implementation items be included as part of the 2026 Budget, with a net-zero impact on tax base:
  - a) Allocate unspent funds from Capital Project EC1000 Culture Plan and Public Art Master Plan in the amount of \$50,000 to create a new capital project to update the Arts and Culture Investment Program to align with the new Culture Plan and Performing Arts Centre, including exploring alternate funding models to grow the program; and
  - b) Re-allocate summer student salaries in the amount of \$32,000 within the Economic and Creative Development budget to provide additional resource capacity within the Small Business Centre in the form of programming, and/or conversion of a part-time resource, to temporary full-time, to deliver consultation services, professional development programs to support culture organizations' in building capacity in preparation for a new Performing Arts Centre.
4. That an intake form be included in the 2027 Budget for the development of an In-Kind Tourism and Culture Event Grant Program to offset hard costs for municipal provided services (i.e. transit shuttles, waste removal, etc.) for significant tourism-driving and culture supportive events with cost recovery to be supported by the Tourism Reserve of up to \$100,000, and with the following program goals:



- a) Boost Tourism: Support events that attract visitors, generating economic activity for local businesses (e.g., accommodations, restaurants, retail);
  - b) Enhance Cultural Vibrancy: Encourage the development of tourism-focused events that develop the profile of local artists and art forms and promote the City of Barrie as a cultural destination;
  - c) Increase Capacity: Provide resources to local non-profits delivering arts and culture events with a tourism impact, reducing their event infrastructure expenses and allowing them to focus funds on programming; and
  - d) Promote Civic Pride: Utilize municipal assets to strengthen community connection and celebration.
5. That staff in the Recreation and Culture Services Department in consultation with Economic and Creative Development Department report back to General Committee on the progress of the plan's implementation as part of the Department's Performance and Budget Reporting. (File: R09)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**25-G-243****ESTABLISHING AND REGULATING (E&R) BARRIE FIRE AND EMERGENCY SERVICES BY-LAW UPDATE**

That By-law 2012-200 concerning the establishing and regulating of Barrie Fire and Emergency Services be repealed and replaced with the draft by-law attached as Appendix A to Staff Report BFES003-25. (BFES003-25)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**25-G-244****STREET NAMES - HEWITT'S CENTRAL DRAFT PLAN OF SUBDIVISION (WARD 10)**

1. That the following names from the Municipal Naming Registry, identified in Appendix A - Street Name Schema to Staff Report DEV041-25, be approved as the street names in Hewitt's Central Draft Plan of Subdivision (D30-012-2024):
  - a) Street D - Crosswinds Road
  - b) Street E - Wheatland Road
  - c) Street F - Brookland Street
  - d) Street G - Still Water Way
  - e) Street I - Wildfield Way

2. That the following municipal street names, identified in Appendix A - Street Name Schema to Staff Report DEV041-25, be confirmed as prolongations of existing municipal streets into Hewitt's Central Draft Plan of Subdivision (D30-012-2024):
- a) Street A - Prince William Way
  - b) Street B - Terry Fox Drive
  - c) Street C - Lally Terrace
  - d) Street H - Giovanni Crescent (DEV041-25)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**25-G-245 STREET NAMES - HEWITT'S GATE PHASE 5 DRAFT PLAN OF SUBDIVISION (WARD 10)**

1. That the following names from the Municipal Naming Registry, identified in Appendix A - Street Name Schema to Staff Report DEV042-25, be approved as the street names in Hewitt's Gate Phase 5 Draft Plan of Subdivision (D12-426):
- a) Street Z - Ridgehill Way
2. That the following municipal street names, identified in Appendix A - Street Name Schema to Staff Report DEV042-25, be confirmed as prolongations of existing municipal streets into Hewitt's Gate Phase 5 Draft Plan of Subdivision (D12-426):
- a) Street A - Lally Terrace
  - b) Street C - Prince William Way
  - c) Street O - Chardonnay Heights
  - d) Street Q - Ginseng Trail

(DEV042-25) (Files: D19-GIN/D19-LAL/D19-PRI/D19-RID, D12-426)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**25-G-246 SPEED LIMIT REVIEW - ESSA ROAD (WARD 7)**

1. That Rates of Speed By-law 2002-191, Schedule "C" "Authorized Rates of Maximum Speed - 60 Kilometres Per Hour" be amended by removing the following:

<u>Street</u>	<u>From</u>	<u>To</u>
Essa Road	Coughlin Road	A point 254 metres south of Maplevue Drive West
Essa Road	A point 43 metres south of Athabaska Road	South City Limit

2. That Rates of Speed By-law 2002-191, Schedule "A" "Authorized Rates of Maximum Speed - 40 Kilometres Per Hour" be amended by removing the following:

<u>Street</u>	<u>From</u>	<u>To</u>
Essa Road on both sides	A point 254 metres South to Mapleview Drive West	A point 43 metres South of Athabaska Road

3. That Rates of Speed By-law 2002-191, Schedule "C" "Authorized Rates of Maximum Speed - 60 Kilometres Per Hour" be amended by adding the following:

<u>Street</u>	<u>From</u>	<u>To</u>
Essa Road	Coughlin Road	South City Limit" (DEV044-25)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

#### **25-G-247**

#### **PROPOSED EMPLOYMENT DEVELOPMENT COMMUNITY IMPROVEMENT PLAN (CIP)**

1. That Staff Report ECD010-25 regarding Financial Incentives and Implementation Process in the Employment Development Community Improvement Plan (CIP) be approved and the following actions be undertaken:
  - a) That the new Employment Development Community Improvement Project Area By-law, being By-law No. 2025-XXX contained in Appendix "A" to Staff Report ECD010-25 be approved;
  - b) That the new Employment Development CIP By-law, being By-law No. 2025-XXX, to approve the proposed new Employment Development Community Improvement Plan (CIP) contained in Appendix "B" to Staff Report ECD010-25, be approved;
  - c) That at the time of writing Staff Report ECD010-25, the Industrial/ Commercial Land Reserve Fund had a total of approximately \$856,000 which shall be reallocated for Employment Development CIP use to the end of 2026, and any remaining funds will be carried forward for the following year; and
  - d) That commencing by the end of the first quarter of 2026, staff will launch a continuous application intake for the Employment Development CIP to be implemented as per the eligibility criteria outlined in the Employment Development CIP contained in Appendix "C" to Staff Report ECD010-25.

2. That pursuant to Sections 17(22) and 28(5) of the *Planning Act*, no further public notification is required prior to the passing of the by-laws. (ECD010-25)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**25-G-248****RED-LIGHT CAMERA PROGRAM**

1. That correspondence be sent to the Minister of Transportation requesting that the City of Barrie be approved to install and operate approved Red-Light Camera (RLC) systems within the city limits where data shows a high level of red-light running.
2. That the City Clerk/Director of Legislative and Court Services and Executive Director of Development Services or their designates be authorized to execute any agreements, amending agreements or documents requisite to the Red-Light Camera program.
3. That red-light cameras be installed at locations experiencing high levels of red-light running being experienced, with initial funding to come from the ASE Reserve based on costs included in confidential Appendix A to Staff Report LCS009-25.
4. That two Red-Light Camera Provincial Offences Officers be added as complement utilizing approved funding for the Administrative Penalties Clerk position from the 2026 Business Plan and revenues received through the Red-Light Camera Program.
5. That any net revenues from the Red-Light Camera Program be allocated to the ASE Reserve (to be renamed as the Red-Light Camera Reserve) to be utilized for traffic calming/safety measures.
6. That staff be authorized to contact and enter into agreements with other municipalities who may be interested in having Barrie process RLC violations on their behalf and share operating costs and report back to Council by memorandum if other municipalities are added. (LCS009-25) (P34/25 and P36/25)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

The General Committee met and recommends adoption of the following recommendation(s):

**SECTION "C"**

**25-G-249**

**ELECTRIC VEHICLE SUPPLY EQUIPMENT UPDATE**

1. That the Director of Corporate Facilities issue a request for proposals, if needed, and be authorized to enter into an agreement with the successful third-party turnkey service provider for the replacement and upgrade of the current downtown Electric Vehicle Supply Equipment (EVSE) under the following general parameters, and with terms subject to approval by the Director of Legal Services and the Director of Transit and Parking Strategy:
  - a) The third-party turnkey service provider would be responsible for the provision and installation of replacement and/or upgraded existing EVSE in the downtown with universal charging stations, at no cost to the City;
  - b) The third-party turnkey service provider would be responsible for management of operational aspects related to the EVSE including maintenance, client services, as well as setting, collecting, and overseeing fee and charging services;
  - c) The third-party turnkey service provider would be responsible for maintenance and other operating costs associated with the equipment;
  - d) The third-party turnkey service provider would be responsible for decisions related to the number and location of EVSE, in consultation with the City; and
  - e) The agreement would, where appropriate, align with the provisions of the City's existing EVSE contracts, and confirm that:
    - i. The City retains the right to expand, add, or remove EVSE, utilizing grant funding where available;
    - ii. The service provider has first right of refusal for integrating any new charging stations at covered locations;
    - iii. The City retains ownership of all auxiliary EVSE infrastructure, excluding the charging stations; and

- iv. An annual cap on price increases will be established for the contract term.
2. That should the procurement be unsuccessful, staff include alternative services options for consideration within the 2027 Business Plan.
3. That the Director of Corporate Facilities be authorized to amend the agreement with the turnkey service provider and the existing agreement with Alectra Services Inc., as necessary, to support the evolving needs of the electric vehicle infrastructure program. This may include, but is not limited to, the addition or removal of electric vehicle supply equipment, and adjustments to the scope, terms, or conditions of the agreements to ensure continued alignment with operational requirements and strategic objectives. (P14/24)

This matter was recommended (Section "C") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

## **SECTION "D"**

### **25-G-250**

#### **KEMPENFEST CONSULTATION**

That the Report to the Infrastructure and Community Investment Committee dated November 19, 2025 concerning the Kempenfest Consultation be referred back to staff in the Recreation and Culture Department in order to provide staff the opportunity to review Kempenfest's financial records and funding/in-kind services to be provided to them. (P13/24)

This matter was recommended (Section "D") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

## **SECTION "E"**

### **25-G-251**

#### **2025 WATERSPORT PILOT PROJECT RESULTS (WARDS 1, 2, 8 AND 10)**

That Staff Report FAC007-27 concerning the 2025 Watersport Pilot Project Results be referred to the Finance and Responsible Governance Committee for further consideration. (FAC007-25) (P17/25)

This matter was recommended (Section "E") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**25-G-252****2025 CAPITAL PROJECT STATUS REPORT**

1. That staff be authorized to close projects and project phases as described in Appendix B, Capital Project Closures, to Staff Report FIN014-25.
2. That staff be authorized to decrease the Capital Plan approved budget in the amount of \$2,389,420 and adjust funding plans as described in Appendix B, Capital Project Closures to Staff Report FIN014-25. (FIN014-25)

This matter was recommended (Section "E") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

**SECTION "F"****25-G-253****REVIEW OF SIGN BY-LAW 2018-029**

**Councillor A. Kungl declared a potential pecuniary interest in the matter as provisions in the proposed motion could apply as the CEO of a charitable not-for-profit organization that could potentially result in financial gains. She pushed her chair away from the Council table.**

**Councillor J. Harris declared a potential pecuniary interest in the matter as provisions in the proposed motion could apply as the CEO of a charitable not-for-profit organization that could potentially result in financial gains. He pushed his chair away from the Council table.**

1. That City of Barrie By-law 2018-029 (Sign By-law) be amended by adding the following sections to section 12.3.0.0.0. - Ground Signs:

Section 12.3.6.0.0. - Third Party Advertising - Ground Signs

Section 12.3.6.1.0. - Third Party Advertising is not permitted on a ground sign unless one or more of the following provisions are established.

Section 12.3.6.1.1. - The third party advertising is for a business, goods, products, services or facilities on an adjacent property to the location the ground sign is situated and the properties are designed to operate as a singular development and linked as to allow vehicular traffic to transition from one parcel to another to access the businesses without having to leave the private property.

Section 12.3.6.1.2. - The third party advertising is for a registered charitable or not-for-profit organization to promote their specific goods, products, services or facilities and/or fundraising initiatives.

2. That City of Barrie By-law 2018-029 (Sign By-law) be amended by deleting section 2.1.6.0.0. and replacing it with the following:

Section 2.1.6.0.0. - Ground Sign: means a permanent sign in a fixed location, wholly supported by one or more uprights, poles, braces and located on a structural base placed in the ground, and shall include soft landscape treatment at the base of the sign or supporting structure. For the purposes of this by-law, a pylon sign is a ground sign.

3. That City of Barrie By-law 2018-029 (Sign By-law) be amended by deleting section 2.1.12.0.0. and replacing it with the following:

Section 2.1.12.0.0. - Poster Panel Sign: means a permanent sign that advertises goods, products, services or facilities that are not available at the location where the sign is situated or that directs persons to a location different from that where the sign is located, and shall include free standing structures and signs attached in any manner to the wall of a building or structure and includes a standardized sign structure erected and maintained by a business engaged in the sale or rental of space upon which advertising copy is displayed advertising goods or services that are not necessarily conducted within or upon the lot upon which the sign is located. For the purposes of this by-law, a billboard sign is considered a poster panel sign.

4. That City of Barrie By-law 2018-029 (Sign By-law) be amended by deleting section 11.1.11.0.0. and replacing it with the following:

Section 11.1.11.0.0. - signs erected, placed, painted on or attached to a wall of a building or structure that advertises, identifies or provides information on goods, products, service or facilities that are not available at the location where the sign is situated, commonly referred to as third party advertising.

5. That City of Barrie By-law 2018-029 (Sign By-law) be amended by deleting section 12.3.5.1.7. and replacing it with the following:

Section 12.3.5.1.7. - Notwithstanding section 12.3.5.1.6., where a lot abuts two or more streets, one (1) ground sign containing a digital display/electronic message board may be erected on each street frontage provided that the said street frontage is greater than 15.0m.

6. That staff in the Legislative and Court Services Department (Enforcement Services Branch) be directed to apply for set fines for offences as set out in the City of Barrie Bylaw 2018-029 (Sign By-law).

7. That staff in Legislative and Court Services Enforcement Services Branch, implement a pilot project beginning January 1, 2026 and



ending June 30, 2027, that will permit unrestricted third-party advertising on the digital display contained within the ground sign located at 509 Bayfield Street under the following conditions:

- a) That the existing ground sign is not changed or altered in any manner for the duration of the pilot project, except for necessary repairs as required to ensure good working order;
  - b) That sections 12.3.5.0.0. to 12.3.5.1.7 (Digital Display / Electronic Message Board) of By-law 2018-029 shall continue to apply;
  - c) That Business Licensing By-law 2006-266 - Sign Company requirement shall not apply for the term of the pilot; and
  - d) Failure to comply with any of these provisions during the term of the pilot project shall result in immediate termination of the project.
8. That the City be permitted to publicize public safety items, emergency alerts or other City sanctioned or approved messaging on one out of every eight slides of the digital display at 509 Bayfield Street at no cost and enter into an agreement in support of this with RioCan Georgian Mall to be executed by the Mayor and City Clerk in a form acceptable to the Director of Legal Services. (LSC007-25) (File: P00) (P7/24)

This matter was recommended (Section "F") to City Council for consideration of adoption at its meeting to be held on 2025-12-03.

## **SECTION "G"**

### **25-G-254**

#### **MEMORANDUM - COUNTY OF SIMCOE BUDGET**

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**ENQUIRIES**

Members of General Committee addressed enquires to City staff and received responses.

**ANNOUNCEMENTS**

Members of General Committee provided announcements concerning a number of matters.

**ADJOURNMENT**

The meeting adjourned at 8:17 p.m.

CHAIRMAN