



# City of Barrie

70 Collier Street (Box 400)  
Barrie, ON L4M 4T5

## Minutes - Final Finance and Corporate Services Committee

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Wednesday, May 28, 2014

6:30 PM

Council Chamber

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**For consideration by General Committee on June 9, 2014.**

**The meeting was called to order by Councillor Prowse at 6:32 p.m. The following were in attendance for the meeting:**

**PRESENT:**

Councillor, M. Prowse, Finance and Corporate Services Committee Chairperson  
Mayor, J. Lehman, Finance and Corporate Services Committee Member (ex officio)  
Councillor, B. Ainsworth, Finance and Corporate Services Committee Member  
Councillor, J. Brassard, Finance and Corporate Services Committee Member  
Councillor, A. Nuttall, Finance and Corporate Services Committee Member.

**STAFF:**

Acting General Manager of Infrastructure and Growth Management, K. Bradley  
Acting Director of Facilities and Transit, D. Burton  
City Clerk/ Director of Legislative and Court Services, D. McAlpine  
Deputy Treasurer, M. Jerney  
Manager of By-law Services, T. Banting  
Supervisor of Administrative Support Services, W. Sutherland.

The Finance and Corporate Services Committee met and reports as follows:

**SECTION "A"**

**TAXI INDUSTRY WORKING GROUP/OVERNIGHT TAXI ENFORCEMENT  
2012-2013.**

The memorandum from T. Banting, Manager of By-law Services regarding the Taxi Industry Working Group/Overnight Taxi Enforcement 2012-2013 dated April 23, 2014, was received. (File: P00)

**Attachments:** [Memo - Taxi Industry Working Group - Overnight Taxi Enforcement 2012-13.](#)

**SECTION "B"**

**BY-LAWS UNDER REVIEW FOR 2014**

Ms. T. Banting, Manager of By-law Services provided the Finance and Corporate Services Committee with a presentation regarding the by-laws currently under review. She noted that a review of the by-laws was requested by the mobile sign and taxi industries to ensure that current practices meet present industry standards and the needs of the community. Ms. Banting advised that the by-laws under review are as follows:

- Transportation Licensing By-law (2006-265)
- Sign By-law (mobile sign section only) (2005-093)

Ms. Banting advised that the Transportation By-law regulates various categories including the Towing Industry, Taxi Industry and Limousine Industry and provided examples of the standards for each category. She outlined industry comments and recommendations received to date related to potential amendments to the By-law.

Ms. Banting advised that the Sign By-law regulates various types of signs including mobile signs and that the mobile sign industry requested review of the mobile sign section of the by-law to meet current industry trends. She provided examples of the current mobile sign standards. Ms. Banting outlined the industry comments and recommendations received to date related to potential amendments to the mobile sign section of the By-law.

Ms. Banting concluded by advising that Staff Reports with recommendations concerning both by-laws are proposed for the fall of 2014 and she invited the Finance and Corporate Services Committee to provide comments related to changes to the Transportation By-law and the mobile sign section of the Sign By-law.

Members of the Finance and Corporate Services Committee asked a number of questions and received responses from the presenter. The committee members also provided feedback with respect to potential amendments to the by-laws.

**Attachments:** [By-law Review presentation May 28 2014.pdf](#)

## **SECTION "C"**

### **BARRIE TRANSIT - KEY PERFORMANCE INDICATOR UPDATE**

The memorandum from D. Burton, Acting Director of Facilities and Transit for the City of Barrie regarding Barrie Transit - Key Performance Indicator Update, was received. (File: T00)

**Attachments:** [Memo - Barrie Transit - KPI Update.pdf](#)

**The Finance and Corporate Services Committee met and recommends adoption of the following:**

## **SECTION "D"**

### **PRESENTATION AND DELIVERY OF BUSINESS CASES**

That the Executive Management Team (EMT) investigate opportunities address the accountability and continuity associated with the presentation and delivery of data contained in business plans related to strategic initiatives and report back to General Committee. (File: F00)

**This matter was recommended to General Committee for consideration of its adoption at the meeting to be held on 9/6/2014.**

## SECTION "E"

### **BARRIE TRANSIT SYSTEM UPDATE - FIVE (5) YEAR BUSINESS PLAN**

1. That staff be directed to prepare a five (5) year business plan for Barrie Transit, known as the 2015-2020 Transit Business Plan, with the Plan to include the following elements as identified in this report:
  - a) Fare Strategy;
  - b) Marketing, Ridership Growth and Branding Strategy;
  - c) Transit Customer Service Strategy;
  - d) Financial Plan;
  - e) Provincial Gas Tax Funding and Reserve strategy; and
  - f) Fleet Asset Renewal Strategy.
2. That a project in the amount of \$125,000 be added to the 2014 capital plan to retain external consulting services to assist with the development of the 2015-2020 Transit Business Plan and that this project be funded from the Provincial Gas Tax Reserve Fund (11-05-0595).
3. That staff present the 2015-2020 Transit Business Plan to Council for approval as part of the 2015 Business Plan process.
4. That notwithstanding motion 14-G-017 as amended concerning the 2014 Business Plan:
  - a) That Transit fares remain at the 2013 Council approved rates until May 1, 2015 pending the review of the five (5) year business plan for Transit and the 2014 Fees By-law be amended accordingly. And that \$100,000 in projected revenue lost due to this deferral be funded from the Provincial Gas Tax Reserve Fund (11-05-0595);
  - b) That any potential variance in Transits net operating budget as a result of decreased revenue be funded from the Provincial Gas Tax Reserve Fund (11-05-0595) to an upset limit of \$800,000; and
  - c) That \$25,000 to be funded from the Provincial Gas Tax Reserve Fund (11-05-0595) be approved for the production of communications materials to inform and educate the public regarding the proposed changes to the Transit system. (FCT002-14) (File: C11-TRA)

**Attachments:** [FCT002-140505.pdf](#)

**This matter was recommended to General Committee for consideration of its adoption at the meeting to be held on 9/6/2014.**

The Finance and Corporate Services Committee met and reports as follows:

**SECTION "F"**

**REPORT OF THE ACCESSIBILITY ADVISORY COMMITTEE DATED MARCH 27, 2014.**

The Report of the Accessibility Advisory Committee dated March 27, 2014 was received. (File: C05)

**Attachments:** [Accessibility Advisory Committee Minutes 140327.pdf](#)

**REPORT OF THE TOWN AND GOWN COMMITTEE DATED MARCH 25, 2014.**

The Report of the Town and Gown Committee dated March 25, 2014 was received. (File: C05)

**Attachments:** [Town and Gown Committee Minutes 140325.pdf](#)

**REPORT OF THE ACCESSIBILITY ADVISORY COMMITTEE DATED APRIL 24, 2014.**

The Report of the Accessibility Advisory Committee dated April 24, 2014 was received. (File: C05)

**Attachments:** [Accessibility Advisory Committee Minutes 140425pdf.pdf](#)

**Councillor A. Nuttall left the meeting at 8:35 p.m.**

The Finance and Corporate Services Committee met and reports as follows:

**SECTION "G"**

**INTERIM INVESTMENT STRATEGY - M. JERMEY, DEPUTY TREASURER FOR THE CITY OF BARRIE**

M. Jermey, Deputy Treasurer provided a memorandum to the Finance and Corporate Services Committee concerning the Interim Investment Strategy. He advised of the actions taken to date with respect to the Investment strategy, as follows:

- reviewed the current City of Barrie Investment Policy
- Established a High Yield Savings Account (HYSA)
- Compiled research related to short term investment options
- Engaged in informal discussions with investment brokers
- Gathered investment policy/process information from various comparator municipalities

M. Jermey noted challenges encountered related to cash flow forecasting resulting from growth planning implications and the Development Charges Background study, the limitations related to tools currently available for data collection and a limited selection of short term investment opportunities available on the market. He noted that the \$200,000.00 increase to investment income benefitting the tax base will be difficult to achieve as a result of limited short term investment options.

M. Jermey concluded by outlining the proposed update to the structure of the 2015 City of Barrie Investment Policy and discussed the areas of focus in the development of a City of Barrie Investment Process.

Members of the Finance and Corporate Services Committee asked a number of questions and received responses from City staff. A member of the Finance and Corporate Services Committee requested a memorandum on a strategy to close the \$200,000.00 gap for investment income related to tax capital reserve transfers.

**Attachments:** [Memo - Investment Strategy.pdf](#)

**The meeting adjourned at 9:07 p.m.**

**CHAIRMAN**