



# City of Barrie

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

## Minutes - Final General Committee

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Monday, June 19, 2017

5:00 PM

Council Chambers

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### GENERAL COMMITTEE REPORT

For consideration by Barrie City Council on June 26, 2017.

The meeting was called to order by Mayor Lehman at 5:05 p.m. The following were in attendance for the meeting:

- Present:** 10 - Mayor, J. Lehman; Councillor, B. Ainsworth; Councillor, R. Romita; Councillor, D. Shipley; Councillor, B. Ward; Councillor, P. Silveira; Councillor, A. Prince; Councillor, A. Khan; Councillor, S. Morales; and Councillor, M. McCann
- Absent:** 1 - Councillor, M. Prowse

#### STAFF:

Chief Administrative Officer, C. Ladd  
City Clerk/Director of Legislative and Court Services, D. McAlpine  
Deputy City Clerk, W. Cooke  
Director of Business Development, S. Schlichter  
Director of Corporate Facilities, R. Pews  
Director of Engineering, R. Sutton  
Director of Finance/Treasurer, C. Millar  
Director of Legal Services, I. Peters  
Director of Roads, Parks and Fleet, D. Friary  
Director of Planning and Building Services, A. Bourrie  
Executive Director of Access Barrie, R. James-Reid  
Executive Director of Innovate Barrie, R. Bunn  
Executive Director of Invest Barrie, Z. Lifshiz  
General Manager of Infrastructure and Growth Management, R. Forward  
Manager of Growth Planning, S. Forfar  
Manager of Legal Services, A. Mills  
Manager of Communications and Marketing, C. Harris  
Service Desk Specialist, T. Versteeg  
Theatre Technician, A. Gauci.

The General Committee met and reports as follows:

## **SECTION "A"**

### **17-G-176**

#### **PRESENTATION CONCERNING THE CITY OF BARRIE BRANDING**

Rebecca James Reid, Executive Director of Access Barrie and Cheri Harris, Manager of Marketing and Communications provided a presentation concerning a City of Barrie Identity Refresh and the launch of new branding.

Ms. James-Reid and Ms. Harris discussed slides concerning the following topics:

- The current identifiers and taglines associated with the City of Barrie;
- That the City of Barrie's re-branding was identified as a key priority by business leaders and part of the Ideas in Motion event;
- The role of a brand identity plays in the community and with businesses;
- The process associated with establishing the new brand;
- The goals associated with the new brand for the City;
- The results from public consultation;
- Photographs highlighting the many facets of the community;
- Photographs representing the new taglines of "well played" and "well connected";
- The approach used to create the new logo;
- A video launching the new logo and taglines;
- The new logo components;
- The process of phasing in the use of the new logo;
- The use of the new logo on marketing materials, digitally and on corporate assets; and
- The new logo displayed with the taglines.

Members of General Committee asked a number of questions of City staff and received responses.

This matter was recommended (Section "A") to City Council for consideration of receipt at its meeting to be held on 6/19/2017.

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

**SECTION "B"**

**17-G-177**

**CITY OF BARRIE CORPORATE BRAND**

1. That the new corporate logo, brand promise and taglines as identified in Appendix "A" to Staff Report ACC002-17, be approved and Access Barrie staff be directed to move forward with a phased implementation of the City's new brand identity (logo and taglines) to replace the "sun and waves" logo.
2. That the City of Barrie Coat of Arms continue to hold the prominent position as an official symbol to be used for significant commemoration, historical or ceremonial purposes.
3. That use of the Coat of Arms on business stationary be restricted to the Mayor and Members of City Council and as authorized by the City Clerk in conjunction with Access Barrie.
4. That staff replace the logo on the Welcome to Barrie signs located along Highway 400 to the new corporate logo using resources from the 2017 Operating Budget.
5. That staff in Access Barrie be directed to update the Visual Standards Guidelines and Corporate Logo Policy. (ACC002-17) (File: M16)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 6/19/2017.

The General Committee reports that the following matter(s) were dealt with on the consent portion of the agenda:

**SECTION "C"**

**17-G-178      REPORT OF THE COMMUNITY SERVICES COMMITTEE DATED JUNE 7, 2017**

The Report of the Community Services Committee dated June 7, 2017, was received.

This matter was recommended (Section "C") to City Council for consideration of receipt at its meeting to be held on 6/26/2017.

The General Committee recommends adoption of the following recommendation(s) which were dealt with on the consent portion of the agenda:

**SECTION "D"**

**17-G-179      INVESTIGATION - FEASIBILITY OF HOSTING PROVINCIAL COMMUNITIES IN BLOOM SYMPOSIUM**

That staff in the Roads, Parks and Fleet Department investigate the feasibility of the City of Barrie hosting the 2018 or 2019 Provincial Communities in Bloom Symposium and report back to the Communities in Bloom Committee. (File: C05)

This matter was recommended (Section "D") to City Council for consideration of adoption at its meeting to be held on 6/26/2017.

**17-G-180      MEDLEY CORPORATION EVENT AGREEMENT (WARD 2)**

That staff in the Creative Economy Department be directed to grant the required exemptions to the Special Event Policy and execute a Special Event Agreement with the Medley Food and Wine Expo for 2018 as set out in Appendix "A" to Staff Report CE007-17. (CE007-17) (File: M02-ME)

This matter was recommended (Section "D") to City Council for consideration of adoption at its meeting to be held on 6/26/2017.

**17-G-181****PROPERTY ACQUISITIONS TO FACILITATE THE HARVIE ROAD CROSSING (WARDS 6, 7 AND 8)**

1. That the Director of Legal Services be authorized to commence negotiations and expropriation proceedings to acquire all necessary property requirements to facilitate the reconstruction of Harvie Road between Bayview Drive and Essa Road including those properties identified in Appendix "A" to Staff Report ENG010-17 (the "Subject Properties").
2. That The Corporation of the City of Barrie make an application to City Council, as approving authority, for approval to expropriate the Subject Properties and that the City Clerk be authorized to execute the necessary forms of application.
3. That the "Notice of Application for Approval to Expropriate" be served and published and that any requests for inquiries received, pursuant to the "Notice of Application for Approval to Expropriate" be forwarded to the Chief Inquiry Officer and the Chief Inquiry Officer be requested to report to Council with respect to any such request.
4. That the Director of Legal Services be delegated authority to settle the expropriations or any negotiated agreements relating to the Subject Properties and that the City Clerk be authorized to execute all associated and required documents in a form approved by the Director of Legal Services. (ENG010-17) (File: T05-HA)

This matter was recommended (Section "D") to City Council for consideration of adoption at its meeting to be held on 6/26/2017.

The General Committee reports that upon adoption of the required procedural motion it met in closed session in the Sir Robert Barrie Room at 5:45 p.m. to discuss the content of confidential presentation and Staff Report FCT005-17 concerning a confidential potential acquisition and disposition of property matter – Dunlop Street West, Bradford Street and High Street.

Members of General Committee, the Chief Administrative Officer, City Clerk/Director of Legislative and Court Services, Deputy City Clerk, Director of Business Development, Director of Corporate Facilities, Director of Finance/Treasurer, Director of Legal Services, Director of Planning and Building Services, Executive Director of Access Barrie, Executive Director of Innovate Barrie, Executive Director of Invest Barrie, General Manager of Infrastructure and Growth Management, Manager of Facilities Planning and Development and Manager of Legal Services, were in attendance for the portion of the meeting closed to the public. Members of the press and public were not present for this portion of the meeting.

The General Committee met and reports as follows:

### **SECTION "E"**

#### **17-G-182 CONFIDENTIAL DISCUSSION OF POTENTIAL ACQUISITION AND DISPOSITION OF PROPERTY matterS - DUNLOP STREET West, BRADFORD STREET AND high street**

That motion 17-G-182 of the First General Committee Report dated June 19, 2017 concerning the receipt and discussion of a confidential presentation and Staff Report FCT005-17 concerning a confidential potential acquisition and disposition of property matter - Dunlop Street West, Bradford Street and High Street, be received.

This matter was recommended (Section "E") to City Council for consideration of receipt at its meeting to be held on 6/26/2017.

The General Committee reports upon adoption of a procedural motion, it met in public/open session at 6:42 p.m.

Mayor Lehman noted that the in-camera/closed session portion of the meeting related to receipt and discussion of a confidential potential acquisition and disposition of land matter.

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

### **SECTION "F"**

#### **17-G-183 POTENTIAL ACQUISITION AND DISPOSITION OF LAND MATTER - DUNLOP STREET WEST, BRADFORD STREET, AND HIGH STREET.**

1. That staff enter into negotiations with HIP Development for the acquisition of the W.A. Fisher Auditorium and associated lands on Dunlop Street as part of a potential land exchange.
2. That staff undertake an initiative to gauge community support for the retention of the W.A. Fisher Auditorium and their willingness to undertake a capital fundraising campaign for 100% (or another percentage deemed appropriate by General Committee) of the required redevelopment costs, estimated to be approximately \$13M.
3. That staff investigate the availability of grant options that may support the auditorium redevelopment.

4. That, upon completion of the work identified above, staff return to General Committee on September 11, 2017 to provide an update and receive direction on next steps. (FCT005-17) (L07)

This matter was recommended (Section "F") to City Council for consideration of adoption at its meeting to be held on 6/26/2017.

The meeting adjourned at 6:43 p.m.

CHAIRMAN