



Town of Arnprior

Community Development Advisory Committee Agenda

Date: Monday, October 18, 2021

Time: 6:30 p.m.

Location: Via Electronic Participation

- 1. Call to Order**
- 2. Roll Call**
- 3. Land Acknowledgement Statement**
- 4. Adoption of Agenda (Additions/ Deletions)**
- 5. Disclosures of Pecuniary Interest**
- 6. Adoption of Minutes of Previous Meeting(s)**
 - a) **June 21, 2021** (Page 1-3)
- 7. Presentations/ Delegations**
 - a) Presentation and Tabling of the Community Improvement Plan Draft Background Report, Samantha Gatchene and Meghan MacMillan
 - b) **Film Policy**, Lindsay Wilson, MEDO (Page 4-13)
- 8. Matters Tabled/ Deferred/ Unfinished Business**
- 9. Staff Reports**
 - a) **Municipal Marina Operations Analysis**, Graeme Ivory, Recreation Director (Page 14-18)
 - b) **Nick Smith Centre Arena Advertising Review**, Graeme Ivory, Recreation Director (Page 19-21)

10. New Business

11. Adjournment

Please note: Town Hall is following social distancing protocols that have been recommended by the federal and provincial governments to help protect the health and well-being of our community. Please see the Town's [Website](#) to view the live stream. The meeting will be uploaded to YouTube for future viewing.

The agenda is made available in the Clerk's Office at the Town Hall, 105 Elgin Street West, Arnprior and on the Town's [Website](#). Persons wishing to receive a print item on the agenda by email, fax, or picked up by hand may request a copy by contacting the Clerk's Office at 613-623-4231 ext. 1818. The Agenda and Agenda items will be prepared in an accessible format upon request.

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**Minutes of Community Development Advisory Committee Meeting
June 21, 2021
6:30 PM
Electronic Participation – Via Zoom**

Committee and Staff Attendance

Committee Members Present:

Chair, Lynn Grinstead
Vice Chair, Tom Burnette
Citizen Member, Dennis Turpin
Citizen Member, Neil Caldwell
Citizen Member, Seth Malina

Town Staff Present:

Megan Rueckwald, Town Planner
Lindsay Wilson, MEDO
Janet Carlile, Museum Curator
Maureen Spratt, Town Clerk

Committee Members Absent:

Citizen Member, Peter Anas
Citizen Member, Guy Bahm

1. Call to Order

Chair Lynn Grinstead called the Community Development Advisory Committee meeting to order at 6:30 PM and welcomed those present.

2. Roll Call

The roll was called, with all Members of the Committee being present except committee members Peter Anas and Guy Bahm.

3. Land acknowledgement statement

Chair Grinstead asked everyone to take a moment to acknowledge and show respect for the Indigenous Peoples as traditional stewards of the land we operate on, by stating:

“I would like to begin by acknowledging that the land on which we work and gather is the traditional unceded territory of the Anishinaabe People. This Algonquin Nation have lived on this land for thousands of years, long before the arrival of the European settlers, and we are grateful to have the opportunity to be present in this territory.”

4. Adoption of Agenda

Resolution Number 17-21
Moved by Dennis Turpin
Seconded by Seth Malina

Be It Resolved That the agenda for the Community Development Advisory Committee Meeting of dated Monday, June 21, 2021 be adopted.

Resolution Carried

5. Disclosures of Pecuniary Interest

None

6. Adoption of Minutes of Previous Meeting(s)

Resolution No. 18-21

Moved by Seth Malina

Seconded by Neil Caldwell

That the Community Development Advisory Committee Minutes of April 19, 2021 be adopted.

Resolution Carried

7. Presentations/ Delegations

a) New Website, MEDO

The Marketing and Economic Development Officer provided a visual demonstration of the Town's new website, highlighting some of the new features including the pop-up (generally used for emergency purposes); news and notices, community events, upcoming meetings, most popular services section, you tube video and the stay in touch section. The MEDO briefly noted the various content included in the categories, living here, recreation and culture, building and development and town hall. The MEDO advised the site is live and encouraged members to review the site and provide any feedback they may have.

b) Federal Historic Site Designation – DA Gillies Building, Janet Carlile Museum Curator

The Museum Curator provided an overview of the power point presentation Federal Historic Site Designation DA Gillies Building, attached as Appendix A, and forming part of these minutes. Following the presentation committee members agreed that this is a very exciting project.

8. Matters Tabled/ Deferred/ Unfinished Business

None

9. Staff Reports

a) Considerations for the Keeping of Backyard Hens, Town Planner

Resolution Number 19-21

Moved by Seth Malina

Seconded by Dennis Turpin

That the Community Development Advisory Committee receive report number 21-06-21-01 Considerations for the Keeping of Backyard Hens;

And That the Committee provide feedback to staff on provisions to be included in a backyard hen licensing by-law, should Council elect to implement such a by-law.

Resolution Carried

The Town Planner provided an overview of the report, following which a question and answer period ensued.

- Where do pet owners dispose of waste?
 - Some pet owners will choose to use in their gardens or in their composters, depending on the number of licenses issued staff could also consider organizing an organic waste drop off.
- What is the difference between chicken and other animal waste?
 - The difference is the volume of waste. Most importantly ensuring the storage of waste on the property does not impact neighbouring properties.
- Have you received feedback from other municipalities with regards to complaints?
 - Research has shown that the standard is to keep between 4 and 6 hens, at least 4 months old, ensuring that there are no roosters. Backyard chickens are popping up in many municipalities including Toronto, and Kingston. Providing a large enough lot size and setbacks is how municipalities mitigate concerns with adjacent neighbours.
- Are tenants permitted to have backyard chickens?
 - Yes, tenants are eligible as long as they have authorization from the property owner.
- It is unfair to not allow owners of smaller sized properties (town house and semi-detached) to have backyard chickens.
 - Staff will evaluate the program in one year, if there are no complaints Council could choose to change the size of properties and/or allow for fewer hens.
- What is the mechanism to enforce the coop smell?
 - The coop needs to be maintained and odourless – complaints will be enforced by by-law enforcement. In order to renew a licence the licensee needs to be in good standing, and a licence can always be revoked.
- Is By-law aware of their involvement?
 - Yes, however the amount of involvement will depend on the number of licences issued and may require further discussion down the road.
- Why is the licencing of backyard chickens not a pilot project?
 - Having backyard chickens is not only for a food source, it is also part of learning about sustainable living. Similar to other animals, chickens also become pets.

10. New Business
None

11. Adjournment

Resolution No. 20-21

Moved by Neil Caldwell

Seconded by Seth Malina

That this meeting of the Community Development Advisory Committee be adjourned at 7:20 p.m.

Resolution Carried



Film Policy

Lindsay Wilson, MEDO

Meeting Date: October 18, 2021

Background

- The Town of Arnprior, specifically the newly revitalized downtown, is a very appealing place for filming movies.
- With the heightened interest in recent years, there has been requests from the business community as well as the film industry for a film policy with more clear directives.
- Staff have also felt the need for a formal process to help navigate the requests coming in for future filming.

Background

- The City of Ottawa and Township of Mississippi Mills have film policies in place.
- Staff have consulted with past production companies regarding implementing a permit
- Staff surveyed the downtown businesses on past filming experiences and had a meeting with a downtown business owner who works in the industry.

Survey Results

- 91% feel there are positive benefits to filming
- 41% feel there are negative benefits
- 83% feel road closures should be allowed
- 91% feel future filming should be allowed
- 41% feel there should be no restrictions
- 41% feel there should be hours/day restrictions
- 33% feel there should be road closure restrictions
- 33% feel there should be 75% signed consent

Feedback

- About 50% of respondents received compensation at least once when directly impacted.
- Communications/notice period is an issue.
- Clean-up/follow through on compensation or agreements has been a past issue.
- Limited road closures, as this has the largest effect on businesses.



Policy Considerations

- Permit required only on municipal property, notice required for all filming.
- Road closure application at least 15 business days prior to filming to allow for notice.
- No filming downtown on Friday, Saturday or Sunday.
- Permits for filming in Downtown Arnprior requiring road closures are subject to 75% approval of businesses along the closed road.



Policy Considerations

- No filming in residential zones between 11:00 pm and 7:00 am.
- Location credit required in final production.
- Minimum 5 day notice for all filming to residents and businesses regardless of road closures or public/private property.
- Outline restrictions on noise, lighting, generators, parking and traffic/pedestrian stops.



Fees

- Surrounding municipalities have permit fees ranging from \$200-\$500. Staff will review fees to ensure the Town is competitive and bring forward with 2022 User Fees and Charges.
- Security deposit will be collected to ensure clean-up and follow through are completed.
- Additional charges would apply for staff resources, facility rental fees and requirements of emergency services or traffic control.



Next Steps

- Complete draft policy and permit application based on feedback from CDAC for presentation to Council.
- Circulate draft policy to public, businesses and film industry for comment.
- Bring forward final policy and permit application to Council for approval and implementation in 2022.

Questions?



• WHERE THE RIVERS MEET •



Town of Arnprior Staff Report

Subject: Municipal Marina Operations Analysis

Report Number: 21-10-18-01

Report Author and Position Title: G. Ivory, Director of Recreation

Department: Recreation

Meeting Date: CDAC - October 18, 2021

Recommendation:

That the Community Development Advisory Committee (CDAC) receive report 21-10-18-01 as information and provide feedback as requested herein.

Background:

The Town of Arnprior Municipal Marina operates for a period of roughly 18-20 weeks, typically running from the long weekend in May through the Thanksgiving weekend in October. Up until the 2021 season, the marina operated with 96 slips. Between 2017-2019 the town averaged 67 seasonal rentals plus monthly and transient (daily) renters – with the busiest day during any of those seasons seeing 78 slips filled.

In both 2018 and 2019, the marina operated at a deficit of over \$24,000 per year. This prompted an operational review ahead of the 2020 season. For the 2020 marina operations, staffing hours were reduced to Fridays, Saturdays, Sundays and any holidays. That same season, the marina had its largest volume of seasonal renters (73) with the busiest weekend seeing 85 slips filled, still 11 below capacity. With COVID-19 limiting indoor events and travel, among other economic challenges, there was a renewed interest in recreational boating. As a result of the operational changes with staffing hours, coupled with a stronger rental season, the marina netted an operational surplus of \$14,000. Despite these gains operationally, the marina is still not operating at cost recovery when future capital requirements to replace aging infrastructure are considered.

Leading into the 2021 season, further changes were made to Arnprior's Municipal Marina. Staff hours would mirror that of the 2020 season (Friday-Sunday plus holidays) and changes were made to beautify the marina and waterfront to make it more welcoming and inviting.

The 12-foot high chain-link fence was removed along with the pier shacks that were in disrepair and flood damaged. In its place, metal gates (with keyed access) were installed directly on Piers 1-5 and a pilot project was launched converting Pier 6 into a public access dock providing free docking for up to 8 boats for a four-hour maximum to allow boaters to come off the water and walk to Arnprior's revitalized downtown – to shop or eat – or explore our trails or Robert Simpson Park. This change in pier usage did reduce the volume of slips available for rent (seasonal, monthly or transient) to 84. (Note: A section of the main pier on Pier 6 was damaged during the 2020 season and therefore its maximum capacity was reduced from 12 down to 8).

The standard procedure for seasonal rentals at the Arnprior Municipal Marina was first offering the seasonal renters from the previous year the opportunity to renew their slip. This was typically done in early to mid-March of that year before opening availability to the general public from early to mid-April for remaining available slips.

Discussion:

The 2021 season began in a similar fashion with seasonal renters from the previous year receiving first option to renew, while at the same time there was already heightened interest in slip availability from the public at large. A waiting list began to grow which, at the time a slip was made available, was offered to the first person on the waiting list which would eventually be prioritized by town residents first if they were on the list at that time.

The marina would eventually sell out – 81 seasonal renters and three total slips held for monthly (1) and transient (2) rentals while 8 slips remained for free daily docking on Pier 6.

Use of the Public Access dock varied from weekend-to-weekend, but seldom had more than two boats at any given time. This was the first time that this option was available and with more marketing and general awareness we expect to see increased usage.

Rental requests continued well into the boating season, but much to their disappointment the marina remained full. This was a point of frustration for many residents who felt that priority for marina rentals should be given to Arnprior residents. As noted above, there has been no past practice of prioritizing residents over non-residents as the marina has never sold out and priority was always given to returning seasonal renters.

As a result of these complaints, staff have reviewed operational options to determine possible solutions and requests the Committee's consideration of the options and their input.

The following chart outlines a series of municipal marinas in neighbouring communities and throughout the Province, outlining their rental fee standard along with their season rental rate.

Municipal Marina	Rental Fee Standard	Seasonal Rate	Rental Process
Town of Arnprior	Charge by the foot	\$32.50/foot	Returning Seasonal Rentals
Pembroke	Charge by the foot	\$28.00/foot	Returning Seasonal Rentals
Deep River	Charge by the foot	\$35.14/foot	Returning Seasonal Rentals
McNab/Braeside	Not slip rentals; launch/parking fee only	\$50 (Resident) \$75 (Non-Resident)	No dock rentals
Whitby	Charge by the foot	\$56.81-\$70.60/foot	Returning Seasonal Rentals
Brockville	Charge by the foot	\$69.00/foot	Returning Seasonal Rentals
Gananoque	Charge by the foot	\$62.94/foot	Returning Seasonal Rentals

It is worth noting that, of the marinas that were reviewed, all marinas charge by the foot for seasonal docking and do not have different fees for resident versus non-resident and none prioritize residents over non-residents.

Utilizing a resident versus a non-resident fee is a common practice for some municipal services including but not limited to recreational rentals / programming and cemetery interment rights. The mark-up for resident versus non-resident fees is typically between 40-50% increase for the non-resident.

Of the 81 season renters in the Arnprior Municipal Marina in 2021, this was the breakdown:

- Arnprior residents: 40 (49%)
- McNab/Braeside residents: 17 (21%)
- Other: 24 (30%)

Note: In 2021, there were 60 renters that returned from the 2020 season – 33 from Arnprior, 11 from McNab/Braeside and 16 others.

Options:

Some of the options that staff have reviewed for consideration are as follows:

- No changes. Maintain the status quo.

- Increase rental rates for non-residents by 40% (see chart below). This would increase marina revenues and if non-residents wish to maintain their slip rental it would come at a premium. This may generate additional available slips or it may increase rental revenues.

Resident Rate		Non-Resident Rate (+40%)	
Seasonal	\$32.50 / foot	Seasonal	\$45.50 / foot
Monthly	\$17.00 / foot	Monthly	\$23.80 / foot
Transient	\$15.00 / day	Transient	\$21.00 / day

- Only renew residents, then open available slips to residents first before opening remaining slips to non-residents.
- Create a percentage of slips for residents versus non-residents. Example would be to permit 60% of the 84 slips available to residents only which would mean 50 slips.
- Have Pier 6 returned to a rentable pier allowing for 8 additional slips for rent. This however would eliminate any public access docking to access the downtown or Robert Simpson Park by boaters and the loss of any economic benefit realized from those visitors.
- A combination of any of the above options.
- Other options as recommended by the committee.

Policy Considerations:

User Fees and Charges By-Law
Recreation Facility Use Policy.

Financial Considerations:

It is worth noting that the current Waterfront Master Plan project, which will be presented to Council this fall, included a marina feasibility study. While the marina did generate a small operating surplus in 2020, the future capital requirements to replace aging marina infrastructure is a substantial cost. By implementing a non-resident rate for slip rentals, these higher revenues should help generate future operating surpluses which can help offset the cost of future capital infrastructure replacements. This will help spread those costs across all marina users.

While having Pier 6 revert back to rentable slips instead of being a public access dock would generate additional marina revenues, the lost marketing and economic benefit of having visitors access the parks, downtown and trails should be considered.

Meeting Dates:

N/A

Consultation:

N/A

Documents:

N/A

Signatures

Reviewed by Department Head: Graeme Ivory

Reviewed by General Manager, Client Services/Treasurer: Jennifer Morawiec

CAO Concurrence: Robin Paquette

Workflow Certified by Town Clerk: Maureen Spratt



Town of Arnprior Staff Report

Subject: Nick Smith Centre Arena Advertising Review

Report Number: 21-10-18-02

Report Author and Position Title: G. Ivory, Director of Recreation

Department: Recreation

Meeting Date: Community Development Advisory Committee October 18, 2021

Recommendation:

That the Community Development Advisory Committee receive report 21-10-18-02 as information and provide feedback on the options included herein.

Background:

In the Town's User Fees and Charges By-Law, Schedule E includes advertising rates within the arenas of the Nick Smith Centre as follows:

Description	Fees
Nick Smith Centre Wall Ad – Annual	\$250.00
Nick Smith Centre Rink Board Ad – Annual	\$500.00
Nick Smith Centre Ice Surface Ad – Annual	\$750.00

*Note: the sponsor is responsible for the production cost of their advertisement

Fewer than a dozen sponsors are present on the rink boards and only one sponsor is present on the wall. There has not been any in-ice sponsors since the 2018-2019 season.

Discussion:

There has been some new interest in rink board advertising this year as new businesses that have opened in Town and with the winter ice season underway and the arenas busy again, some sponsors do see the advantage.

Marketing is a key factor for the growth and success of any business, but marketing dollars, especially with small businesses, are often limited and when they do spend those funds, they want, and need, to get the most 'bang for their buck'.

While wall ads, rink board ads and in-ice ads certainly garner visibility in the Town's recreation hub, the Nick Smith Centre; they are static ads that lack engagement. Moreover, there is consideration that sponsors could be more likely to sponsor minor hockey, ringette or figure skating and by providing an incentive to our users, it would expand the town's engagement with sponsors.

Staff have developed some options to increase advertiser engagement at the Nick Smith Centre and provide a greater rate of return to the sponsor as well. Moreover, staff have also looked at ways to benefit our minor groups to help garner further sponsor engagement.

We request the Committee's consideration of the options and their input.

Any adjustments would be brought forward to Council as part of the 2022 draft budget and user fees and charges update.

Options:

Some options for consideration:

- No changes. Maintain the status quo.
- Provide each rink board or ice surface sponsor with a free public skate sponsored by their business
- Develop a two-tiered advertising rate card that would provide a discount on advertising in both arenas.

One Arena - Annual		Both Arenas - Annual	
Description	Fees	Description	Fees
Nick Smith Centre Wall	\$250.00	Nick Smith Centre Wall Ad (25% discount)	\$375.00
Nick Smith Centre Rink Board	\$500.00	Nick Smith Centre Rink Board (35% discount)	\$650.00
Nick Smith Centre Ice Surface	\$750.00	Nick Smith Centre Ice Surface (50% discount)	\$1125.00

*Note: the sponsor is responsible for the production cost of their advertisement

- Partner with our local youth user groups in a revenue-share model. This model would allow youth user groups, on behalf of the Town, to sell these advertising products (wall, rink board and ice ads) with a set portion of the revenues remaining with the Town and a portion going to support the user group. For example, using a 40% revenue share, if minor hockey sells a rink board ad on Bert Hall Arena (valued at \$500.00), minor hockey would receive \$200, with \$300 in revenue for the Town. Note: From reviewing rink board advertising rates throughout Renfrew County, there are no programs like this that are published however some facilities do provide rink board space with their Junior A/B teams as part of their lease/rental agreement.
- A combination of any of the above options.
- Other options as recommended by the committee.

Policy Considerations:

User Fees and Charges By-Law

Should a revenue-share model be adopted, a policy will be developed outlining the parameters and eligibility.

Financial Considerations:

The above options are intended to help increase advertiser engagement at the Nick Smith Centre which will increase advertising revenues. The revenue-share model option is also expected to garner more advertisement sales than the Town alone with partial proceeds helping support local user groups.

Meeting Dates:

N/A

Consultation:

N/A

Documents:

N/A

Signatures

Reviewed by Department Head: Graeme Ivory

Reviewed by General Manager, Client Services/Treasurer: Jennifer Morawiec

CAO Concurrence: Robin Paquette

Workflow Certified by Town Clerk: Maureen Spratt