



**THE CORPORATION OF THE MUNICIPALITY OF LAMBTON SHORES
SPECIAL COUNCIL MEETING
AGENDA**

Meeting #: 15-2015
Date: Monday, June 15, 2015
Time: 9:00 a.m.
Location: Thedford Village Complex

Pages

1. Call to Order
2. Declaration of Pecuniary Interest
3. Approval of Agenda

RECOMMENDATION:

THAT the agenda for the June 15, 2015 Special Council meeting as presented be approved.

4. Confirmation of Minutes from Previous Meeting

4.1 Special Council Meeting - June 1, 2015

3 - 4

RECOMMENDATION:

THAT the minutes of the Special Council meeting held June 1, 2015 be accepted as presented.

5. Facilitator Bill Winegard will Lead the Council Action Planning Session
6. Consideration of Staff Reports

6.1 Report CL 37-2014 - Re: Items referred by Council to the Strategic Planning Session

5 - 6

RECOMMENDATION:

THAT CL Report 37 – 2015 providing information on items referred by Council to the Strategic Plan discussions be received.

6.2 Report DCS 43-2015 - Re: Community Branding

7 - 17

RECOMMENDATION:

THAT Report DCS 43-2015 regarding "Community Branding" be received for information.

7. Adjournment

RECOMMENDATION:

THAT the June 15, 2015 Special Council meeting adjourns at p.m.



The Municipality of Lambton Shores

THE CORPORATION OF THE MUNICIPALITY OF LAMBTON SHORES

Special Council Meeting – Strategic Plan

MINUTES

Monday, June 1, 2015

Members Present: Mayor Bill Weber
Councillor Doug Cook
Councillor Dave Maguire – 1:00 p.m.
Councillor Gerry Rupke
Councillor Ronn Dodge
Councillor Rick Goodhand
Councillor James Finlay
Councillor Jeff Wilcox

Members Absent: Councillor Bonesteel

Staff Present: Chief Administrative Officer Kevin Williams
Director of Community Services Brent Kittmer
Clerk Carol McKenzie
Administrative Assistant Karen Cameron

1. Call to Order

Mayor Weber called the meeting to order at 8:30 a.m.

2. Declaration of Pecuniary Interest

The Mayor asked members of Council to declare any conflict of interest that they may have with the business itemized on the agenda and there were none declared.

3. Approval of Agenda

15-0601-01 Moved By: Councillor Rupke
Seconded By: Deputy Mayor Cook

THAT the June 1, 2015 Special Council meeting agenda as presented be approved. **Carried**

4. Facilitator Bill Winegard will Lead Council Action Planning Session

Facilitator Bill Winegard conducted an action planning session with the participation of Council.

5. Report CL 37-2015 – Re: Items Referred by Council to the Strategic Planning Session

6. Report DCS 43-2015 – Re: Community Branding

15-0601-02 Moved By: Deputy Mayor Cook
Seconded By: Councillor Finlay

THAT Report CL 37-2015 regarding items referred by Council to the Strategic Planning Session and Report DCS 43-2015 regarding Community Branding be received and referred to the June 15, 2015 Special Council meeting for Strategic Planning. **Carried**

7. Adjournment

15-0601-03 Moved By: Councillor Goodhand
Seconded By: Councillor Rupke

THAT the June 1, 2015 Special Council meeting adjourns at 4:20 p.m. **Carried**

THE MUNICIPALITY OF LAMBTON SHORES

Report CL 37 – 2015

Council Meeting Date: June 1, 2015

TO: Mayor Weber and Members of Council

FROM: Carol McKenzie, Clerk

RE: Items referred by Council to the Strategic Planning Session

RECOMMENDATION:

THAT CL Report 37 – 2015 providing information on items referred by Council to the Strategic Plan discussions be received.

SUMMARY

This report provides a summary of the items referred by this Council to the Strategic discussions.

BACKGROUND

Since the Inaugural meeting of this council, the following items have been referred to the Strategic discussions:

15-0414-21 **THAT** the feasibility of constructing a new public works facility on the Municipal property adjacent to the Shores Recreation Centre be deferred to the first Strategic Planning meeting proposed for late May or early June, 2015.

Information on the Community Services Operations Depot Review was included in DCS Report No. 20-2015, considered by Council on March 24, 2015 (report available on the meeting site section of the municipal website)

15-0414-23 **THAT** staff prepare a report on Lambton Shores branding and signage for the first Strategic Planning meeting.

The Agenda *includes DCS Report No. 43-2015 on Community Branding.*

15-0505-35 **THAT** Councillor Finlay's notice of motion regarding the removal of the "Y" sign from the façade of the Shore Recreation Centre be tabled to a discussion at the Strategic Plan meeting:

Councillor Findlay's Notice of Motion in the May 5th agenda:

***THAT** this "Y" sign which is affixed to the Facade of the Lambton Shores Municipal building, 7883 Amtelcom Parkway, Forest, Ontario be removed. According to the YMCA agreement with Lambton Shores Article 7.1 "It is understood the Operator {YMCA} with respect to the agreement is at no time to be a tenant or a lessee of the Municipality". Section 15.11.2 of the same agreement states" The Operator {YMCA} is and shall be treated as an independent contractor of the Municipality"*

ALTERNATIVES TO CONSIDER

There are no alternatives provided, as this report is for information purposes only.

RECOMMENDED ACTIONS

There are no recommendations provided, as this report is for information purposes only

FINANCIAL IMPACT

There is no financial impact with respect to this report.

CONSULTATION

None

THE MUNICIPALITY OF LAMBTON SHORES

Report DCS 43-2015

Council Meeting Date: June 1, 2015

TO: Mayor Weber and Members of Council
FROM: Brent Kittmer, Director of Community Services
RE: Community Branding

RECOMMENDATION:

THAT Report DCS 43-2015 regarding “Community Branding” be received for information.

SUMMARY

This report provides Council with a review of current municipal branding practices and use of the municipal logo for buildings and vehicles.

BACKGROUND

At its April 14, 2015 meeting, Council requested that staff prepare a report regarding branding within the municipality:

Carried 15-0414-23

THAT staff prepare a report on Lambton Shores branding and signage for the first Strategic Planning meeting.

Although the municipality has not gone through a formal branding exercise, and has no formal policy for municipal branding and signage, a variation of the existing logo has been used on a number of facilities and equipment.

So Council is aware, the related topic of facility naming is addressed in municipal Policy #40 “Naming Municipal Property, Buildings and Parks”. A copy of the policy is included in *Attachment 1*.

Municipal Equipment

Lambton Shores owns 78 pieces of equipment, ranging from pickup trucks to heavy equipment such as road graders. As part of the inventory management system, each vehicle is provided with a unique tracking number.

There are currently three logos being used for municipal equipment. The “new logo” has been implemented onto municipal vehicles since 2014, and municipal vehicles purchased prior to 2014 display one of the older style logos. Where possible the municipal website is displayed on vehicles.



“New Style” Logo Decal



Website Decal



“Old Style” Logo Decal



“Old Style” Logo Decal

Currently, all pickup trucks, snow plows, 1 ton trucks, 5 ton trucks, other vehicles (Ford Focus and Jeep Patriot), street sweeper and bucket truck do bear a municipal logo. Past practice has been that equipment such as road graders, lawn maintenance equipment, backhoes, loaders and trailers did not bear a municipal logo. Moving forward, all equipment will bear the municipal logo provided there is an appropriate, and large enough, space to do so.

Facilities

Facility and Partner Identification

Numerous facilities in Lambton Shores house partner organizations or “tenants”. In most cases, the tenant is the County of Lambton Library, but there are cases where a group has been provided exclusive use of a space through an agreement that predates amalgamation. There is no policy establishing how the partners are identified in municipal buildings, so the actual practice of recognition through signage is varied.



Arkona Community Centre – Public Library



Grand Bend Recreation Centre – Public Library and School



Port Franks Community Centre – Public Library



Thedford Village Complex – Thedford Fire Department

The Arkona Community Centre has signage on the building that identifies it as a municipal building, although this signage has not been updated and does not include any version of the Lambton Shores logo. It also has signage identifying the County Library located within the facility and the “Arkona Lions” logo on the facility property that identifies the space as the main meeting facility for that organization.

The Grand Bend Recreation Centre is located in the Grand Bend Public School, and the entrance signage to the facility identifies the school, the municipality and the public library as being located in the facility.

The Port Franks Community Centre building displays signage for the public library and the Ausable Port Franks Optimists who fundraised to have the facility built. There is also signage at the entrance of the parking lot to this facility that identifies it as a municipal building and identifies the presence of the public library located in the facility.

The Thedford Village Complex does not have any signage on the façade of the building, but does have signage in front of the facility that identifies it as the Village Complex (with no municipal logo) and the Thedford Fire Department signage is included.

In 2015, Council included funds in the capital budget for the installation of municipal signage on the exterior building of the Shores Recreation Centre and Legacy Recreation Centre. Through a competitive bid process, the signs were awarded to WillowLake Designs, and the result is depicted in the photos below.



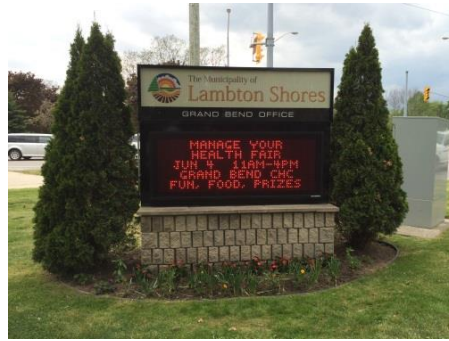
Legacy Recreation Centre – Public Library (no sign) and Small World Nursery School (no sign)



Shores Recreation Centre – YMCA partnership

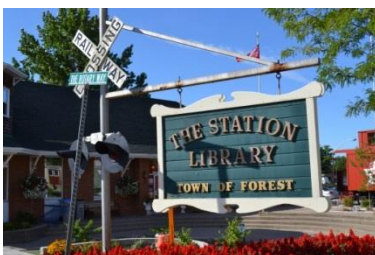
Also included on the façade of the Shores Recreation Centre is the logo of the YMCA, the non-profit organization that the municipality contracts to operate the Suncor Wellness Centre, which is located in the facility. The Legacy Centre does house two partner organizations, the Lambton County Public Library and the Small World Nursery School. Neither of these organizations currently have signage on the facility.

Lambton Shores has three administration office locations operating as sub-offices in Forest, Grand Bend, and Northville. As with the above examples, each is branded differently, although some variation of the municipal logo is used in all cases.



Facilities with Leases to Third Parties

There are some facilities that are owned by the municipality, but leased to other organizations for operation. In these cases, there is no municipal signage on the building, only signage of the lessee:



Forest Library – building is owned by the municipality, operated by the County of Lambton



Grand Bend Youth Centre – building is owned by the municipality, operated by the YMCA/Grand Bend Optimist Club



Arkona Seniors Centre – Arkona Seniors Club



Kimball Hall – Optimist Club of Forest

Examples of lease arrangements include: the Grand Bend Youth Centre operated by the YMCA and the Grand Bend Optimist Club, Kimball Hall operated by the Forest Optimist Club, the Forest Library operated by the County of Lambton and the Arkona Seniors Hall operated by the Arkona Seniors Club.

With the exception of the Forest Library sign, there is no indication on any of the other facilities that they are owned by the municipality.

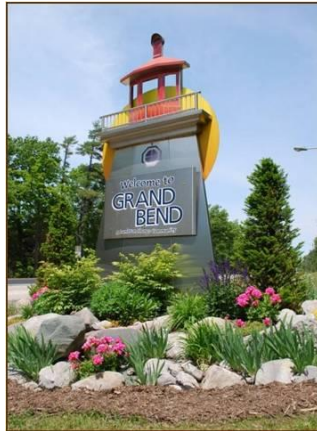
Water and Sewer Facilities

The municipality contracts with CH2MHill OMI to operate the water and sewer facilities. The CH2MHill OMI logo appears on some water and sewer facilities including: pump stations, sewage plants and water towers. The municipal logo is not present on any of these facilities; however water towers do identify the names of the pre-amalgamated communities.



Entry Signs

Each Lambton Shores community has entry signs. These designs were chosen by community members of the pre-amalgamated communities, and all designs have attempted to preserve the identities of the former communities.



All entry signs indicate that the community is a “Lambton Shores Community” although the municipal logo only appears on the sign for Port Franks.

Entry signage also exists when entering Lambton Shores from neighbouring municipalities:



Parks and Playgrounds

Some of Lambton Shores playground equipment has been installed as a result of fundraising efforts from the community. In many cases, the signage on the playgrounds reflects this.

The Municipality does provide for replacement of playground equipment through the capital budget, and in most cases these playgrounds have received no signage.

All of the playgrounds and parks in this section are on municipal property and considered part of the municipal inventory of parks and playgrounds.



Port Franks Community Centre – Skateboard Park and Playground



Grand Bend Lions Park



Klondyke Playground



Utter Ball Park



Forest Skate Park



Arkona Spray Pad



Arkona Community Centre



Thedford Village Green

Of the examples provided above, Port Franks Community Centre Park, Grand Bend Lions Park, Klondyke Playground, Utter Ball Park and Arkona Spray pad have signs that indicate a community organization as a major contributor to the development of the area.

The Port Franks Community Centre playground and Arkona Spray Pad signs identify the Municipality of Lambton Shores logo. The Skate Park in Forest has signage identifying rules of the facility, but no use of the municipal logo.

Arkona Community Centre and Thedford Village Green, like most parks that have been developed through the Lambton Shores capital budget have no signage displaying the park name or logos.

ALTERNATIVES TO CONSIDER

There are no alternatives presented at this time, this report is for Council information only.

RECOMMENDED ACTIONS

There are no recommendations; this report is for Council information.

FINANCIAL IMPACT

The 2015 capital budget included \$15,000.00 for the provision of identification signage on the Legacy Recreation Centre and Shores Recreation Centre. There are currently no other funds available through the 2015 budget for signage.

The cost to install decals on municipal vehicles has been accommodated through the operating budget.

CONSULTATION

Consultation among municipal staff took place in preparation of this report.

MUNICIPALITY OF LAMBTON SHORES

Policy: # 40
Effective Date: 2007 07 18

Naming Municipal Property, Buildings and Parks

Purpose:

This policy is to encompass the naming of all municipal property, buildings and parks.

(This policy does not address the naming of Municipal Streets, or instances where a naming request is proposed as a result of receiving a significant donation towards the acquisition, creation or redevelopment of the property or building.)

Policy Statement:

It is the policy of the Municipality of Lambton Shores that Council shall approve the Naming/Re-naming of all municipal property, buildings and parks.

Intent:

The intent of this policy is to:

1. Establish a tradition of naming municipal property, buildings and park after significant geographical, neighbourhood and historical elements, with the option to recognize, on an exception basis, significant contributions that organizations or individuals have made to the public life and the well-being of the residents of Lambton Shores;
2. Provide direction on how to apply for approval to name, rename or dedicate municipal property, buildings or parks.

Policy Statements

1. When naming a new municipal asset or re-naming an existing municipal asset, preference will be given to names that:
 - a. Give a sense of place and assist with emergency response, by reflecting the geographic location, community, neighbourhood or street where the municipal asset is located and/or;
 - b. Recognize the historical significance of the area and/or;
 - c. Reflect unique characteristics of the site and/or;
 - d. Reflect the type of service offered and/or;
 - e. Are in keeping with a selected theme and/or;

- f. Honour individuals, living or deceased, who have made a significant contribution to the community.
- 2. Names will not be chosen that:
 - a. Cause confusion due to duplication or names sounding similar to existing locations within the Municipality;
 - b. Lend themselves to inappropriate short forms or modifications;
 - c. Are discriminatory or derogatory considering race, gender, creed, political affiliation, or other similar factors;
- 3. Names of persons, organizations, corporations, foundations or their families will be considered when a significant contribution to the Municipality by:
 - i Enhancing the quality of life and well-being of the Municipality;
 - ii Contributing to the historical or cultural preservation of the Municipality, and/or
 - iii Where there is a direct relationship or association that exists between former place of residence of the person or group and the asset to be named.
- 4. Naming in honour of elected or appointed public officials, municipal administrative officials or staff shall occur posthumously only, and no sooner than one year after the anniversary of the death.
- 5. Where the name of an individual is recommended, consent shall be obtained from the individual or their next of kin prior to Council's public consideration.
- 6. Existing names will not be changed without consideration of the historical significance of the existing name, the impact on the individual or organization previously named, the cost and impact of changing existing signage, rebuilding community recognition and updating records. Each application will be considered on a case-by-case basis.
- 7. Any signage to be erected in conjunction with the naming shall be consistent with municipal signage guidelines.

Application Review and Approval Process

- 1. Applicant(s) shall submit a written request for naming to the Clerk. The written request shall provide the following:
 - a. Location of the municipal property, buildings or park to be considered;
 - b. Background information concerning the rationale for consideration of the request;

- c. Biographical information if named after an individual or organization; and
- d. Documentation including letters from individuals and/or community organizations providing substantial support for the request.

NOTE: The applicant(s) must assume responsibility for securing consensus within the community with respect to the application. Opposition to the application must be addressed and resolved by the applicants prior to consideration

2. Each application for naming/renaming shall undergo an internal review process which will include:
 - a. Determining the conformity of the request with this policy;
 - b. Circulating the application to the appropriate municipal department for comment on the suitability of the application;
 - c. When any naming is in recognition of an individual, discussion of the application at a closed session of Council prior to discussing it with the individual or next of kin;
 - d. Consult with the community to confirm the level of support or identify possible objections to the requested naming;
 - e. Determine whether or not a special event should be planned to coincide with the formal naming.

Approvals

Following the completion of the application review process, the Clerk shall submit a report to Council with the appropriate recommendation to Council to either approve or not approve the naming. The report will include:

1. A recommendation;
2. Rationale for the recommendation;
3. Confirmation of the individual's/organization's endorsement and community consensus;
4. If a special event is being planned to coincide with the naming, details on the event;
5. Anticipated expenses associated with the signage, special event, etc and how these costs will be addressed.