



CLEARVIEW

THE CLEARVIEW

June 2017: Edition 3

Strategic Plan

A Strategic Plan is an essential document that outlines a municipality's corporate/community goals and objectives, and is used as a decision making tool over a period of 5-7 years. Facilitated by a third-party consultant, a Strategic Plan combines suggestions from Council members, staff, residents, stakeholders and businesses.

and reviewed according to specific criteria, which included: overall quality of the application, price, references, schedule and deliverables. At the October 24th, 2016 meeting, Council approved a staff recommendation to accept the proposal from Compass Point Consulting in the amount of \$24,295.00 including HST.

The first Clearview Township Strategic Plan was completed in 2008. To guide future objectives, the creation of a new Strategic Plan is currently underway and will serve as the primary guiding document for the municipality.

In August 2016, staff issued a request-for-proposals for the creation of a new Strategic Plan. In total, five submissions were received

THE PROCESS

Mirroring the 2008 Strategic Plan, the consultants Dr. Bill Irwin and Dr. Kane Faucher facilitated meetings with members of Council and Senior Management to get feedback regarding Township priorities. In addition, a community engagement session was held on May 3rd, 2017 at the Stayner Community Centre to get feedback from residents and stakeholders.



Dr. Bill Irwin from Compass Point Consulting explaining the new strategic plan at the public consultation session.

Through the process, the consultants have identified five key "pillars" of focus, which include: Recreation and Culture, Identity-Marketing-Promotion, Economic Activity, Quality of Life, and Governance. Under each pillar there are a series of short, medium and long-term tactics that support the overall strategic objectives

The new Strategic Plan is largely focused on core issues

of marketing, outreach, and identity-construction as a means of promoting the Township to attract residents, tourists, businesses and developers. In addition to the tactics, the Strategic Plan also includes performance metrics that will be used to measure progress of the key strategic pillars.

To learn more about the Strategic Plan, visit: www.clearview.ca

MAYOR, CHRISTOPHER VANDERKRUYS



Now that the warm weather is here to stay, the summer events season in Clearview has officially started! I always look forward to visiting the farmers' markets in Creemore, New Lowell and Stayner. On behalf of Council, I would like to mention that we're excited about the adoption of the new Strategic Plan. I'm confident that it will help guide the direction of municipality for many years to come with a strong focus on marketing and promoting all that Clearview Township has to offer. Our community is home to many great businesses, community events and natural heritage. It's about time that we start to show our community pride.

I also encourage residents to contact me with any questions or concerns and I will be happy to help. Connect with me on Facebook /CVanderkruys, Twitter @Vanderkruys or email at: cvanderkruys@clearview.ca

Thank you and enjoy your summer in Clearview!

MUNICIPAL INFORMATION

IMPORTANT DATES

UPCOMING COUNCIL MEETINGS:

JUNE 26 @ 5:30 PM

JULY 17 @ 5:30 PM

JULY 31 @ 5:30 PM

AUGUST 21 @ 5:30 PM

For the 2017 Council meeting schedule, visit:
www.clearview.ca

For information on Township and community events, please visit:
www.clearview.ca/events

CLEARVIEW TOWNSHIP ADMINISTRATION CENTRE

217 Gideon Street, Box 200, Stayner, ON L0M 1S0 • Hours: Monday – Friday 8:30a.m. to 4:30p.m.

www.clearview.ca • info@clearview.ca
705-428-6230



Clearview Township is on Facebook and Twitter!

www.twitter.com/clearview_twp

Facebook: www.facebook.com/ClearviewTourism

Follow us on Twitter and Like our Facebook page to stay up to date!

HURONIA WEST ONTARIO PROVINCIAL POLICE



Since May 2016, Huronia West O.P.P. have responded to approximately 200 accidental 9-1-1 calls that were all preventable. These calls utilize significant police resources and time, because we must physically respond to all emergency calls even if the call was placed accidentally.

Please remember to lock your cell phone, or use a proper holster to prevent accidental 9-1-1 calls. If you happen to misdial, or accidentally dial 9-1-1 you should remain on the line and advise the dispatcher that it was an error. An officer will make contact with you to confirm everything is fine and that there is no emergency. Should you not answer after repeated attempts to reach you, your location, based on your GPS coordinates, if available will be provided to the officer.

Staff Sergeant Tracey Bednarczyk

OPP 24-HOUR NON-EMERGENCY POLICE SERVICE AND GENERAL INFORMATION:

1 888-310-1122

1 888-310-1122 TTY

CALL 911 TO:

- stop or report a crime in progress
- report a fire
- save a life



FROM THE COUNCILLORS

MAYOR CHRISTOPHER VANDERKRUYS



I am pleased to see that development is starting to happen in Clearview. Most recently there was a ground breaking ceremony for a new 315,000 sqft facility expansion north of Stayner. Once complete, the facility will be the largest medical marijuana production facility in the world and will put Clearview Township on the map for medical marijuana production and research. In addition, two residential developers have submitted plans to build model homes in Stayner, with the goal of starting sales this summer. I hope that you can attend one of my Town Hall Meetings throughout the summer. I really want all Clearview residents to have their say and the Town Hall Meeting is a great way to ask your questions and to share your thoughts. The meetings are informal and open to the public and as always, I'm happy to listen. All meeting dates will be advertised on the Clearview website. I would also encourage residents to participate in the many Canada 150 events planned throughout the summer. Wear your Red & White with pride! Have a great summer in Clearview.

DEPUTY MAYOR BARRY BURTON



I am happy to announce that The Clearview Youth Centre has contracted Michael Fish to be the Program Coordinator. Michael will provide 30 hours a week of service to the centre. He will also continue to contribute some volunteer hours. Michael has been contracted for a period of 4 months and he will be paid from donations and monies raised to date. NOT THE TAX PAYER. Our hope is to extend Michael's services longer, provided we can raise the funds and donations to do so.

From my desk at County Council I am pleased to announce that in co-ordination with myself and Tay Township Mayor Scott Warnock, County Council has passed a motion to put \$4 million into affordable housing dedicated to the smaller rural development areas of the county. This will be set up as \$2 million in 2018 and another \$2 million in 2019. My goal is to obtain some of this funding for projects in Clearview. My first priority will be to bring AFFORDABLE HOUSING for seniors and then AFFORDABLE HOUSING for families. There is such a need for both in Clearview.

WARD 1 DOUG MEASURES



Are we communicating with you? Do you have any suggestions to help your Council communicate with you in an efficient manner? It's not always an easy answer when it comes to communications from and with a municipality. It's my opinion that the municipal website should be used as a primary source of official information for the Township. Timely delivery of current announcements and operational events of the municipality is the goal. The website should be both a collection of advice and procedures that citizens need when searching for information about our municipality. You should be able to open the website with a simple web browser and find a visually pleasing, structured and efficient collection of tabs, buttons, and highlighted links to the many services we provide as a community. I know the feeling of frustration when I can't find something as simple as a volunteer application form or the fees for a fire permit. The municipal website does need to have a refresh on the home page. It's something that has been "in the budget" for several terms. I'm still hoping it happens soon. Take a tour around the links to the Clerk's office, and Planning Dept. Some great web design work has already started. As always, if you wish to contact me, please feel welcome to do so. Doug Measures, dmeasures@clearview.ca

WARD 3 ROBERT WALKER



Hopefully mother nature will give us a great summer. I would like to inform you of some exciting new plans coming soon to Ward 3.

A new dog park will be created at the Clearview EcoPark (beside the public works building); the community garden will also be moving to the Clearview EcoPark; a new library branch will be built onto the Stayner Community Centre; a new facility will be constructed on the former Howie Garage site; water services will be upgraded on Scott Street; a small subdivision will be completed on North Street; a columbarium will be installed at the Stayner Union Cemetery; and there is potential for a developer to build a model home to start selling in Stayner.

There are some other interesting activities in the mix, stay tuned.

Have a great summer.



WARD 4 SHAWN DAVIDSON



Thank you!

Thank you for your involvement within our community. Clearview needs and values your input, your volunteerism and your participation in all that we do.

The Strategic Plan public meeting was very well attended and I ask that you consider participating in the Community Improvement Planning process. Strong and vibrant downtowns are not just in the interests of the shopkeepers. They are vital to the entire community! There are many events and activities that are rapidly approaching. It is going to be a fun filled spring and summer in Clearview Township. Get out and enjoy the Farmers' Markets, the multitude of events and the natural beauty our community has to experience. Please reach out to me with any input you have. sdavidson@clearview.ca 705-443-9191 @shawn4clearview

WARD 6 CONNIE LEISHMAN



As a Councillor, we are always looking to the future as well as taking care of the present. I believe that we are in a very exciting time, with the breaking of ground for the new Library branch and for model homes for new developments within Stayner. We are going to see a flurry of activity in and around our community. I would encourage all business owners to look at the Township Community Improvement Plan and consider if it can help you upgrade your building to enhance the look of your settlement area.

Clearview Township will be very busy over the next few years. Keep informed by visiting: www.clearview.ca

See you at the Market!

WARD 7 DEB BRONEE



This is the third installment of Clearview newsletter and I feel that staff and Council have been busy. I would like to commend staff for their forward-thinking efforts of using different opportunities to look at improving services to our residents. I am excited about setting goals within our Strategic Plan that looks at a more cohesive organization. Common goals will help all departments move the Township forward as a whole.

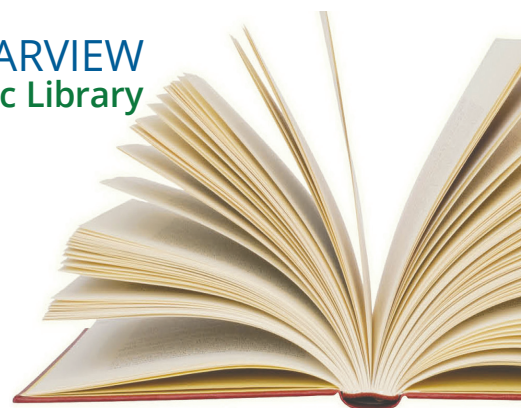
On a more local note I'm looking forward to another summer of Farmers' Markets especially the market in New Lowell that I help with on Wednesday nights. The volunteers that run it give an opportunity for residents and visitors to see what's going on in New Lowell and some of our cottage industries in the area. I am looking forward to the special events during the market including kid's evenings and music on selected evenings. Check www.clearview.ca/events for details!

QUESTIONS FOR YOUR COUNCILLOR?

Email council@clearview.ca
or visit www.clearview.ca
for direct contact information



CLEARVIEW
Public Library



LOVE TO READ?

The Clearview Public Library is pleased to offer members in good standing a 50% reimbursement on one family membership per Clearview household from the Collingwood Public Library.

Residents will receive the reimbursement by mail after presenting an official receipt from the Collingwood Public Library Branch.

Learn more at: www.clearview.library.on.ca



CLEARVIEW PUBLIC LIBRARY BRANCH

The Stayner branch of the Clearview Public Library serves the residents of the Stayner area, and is also the administrative hub for the New Lowell and Creemore branches. Converted from a house built in the 1800s and last renovated in 1988, the Stayner branch has evolved and expanded services within the current facility, and has played an important role within the community. However, due to space restrictions and the age of the facility, there have been many discussions over the past ten years regarding the future of the Stayner branch.



A graphic rendering of the library branch completed by architect Luc Bouliene. This photo is for concept purposes only.

NEEDS STUDY

In 2007 the Clearview Public Library Board initiated a facility needs review of the Stayner branch. The review considered a variety of options, including: renovating the existing building, replacing the building on the same site, building on a new site, and purchasing an existing building. Focus groups and surveys were conducted to determine public opinion and support for the available options.

To assist in making a recommendation, the Board reviewed the 2006 Facility Study produced by the Southern Ontario Library Service, which provided a comprehensive review of the Stayner branch. The Board concluded that the existing facility required major renovations to meet building code and accessibility standards and that the site was too small to allow for sufficient expansion.

BUSINESS PLAN

In early 2016, Mayor Vanderkrays held a roundtable discussion to gather input from Council and the public to facilitate moving forward. During the meeting, Council directed staff to work with the Clearview Public Library Board to develop a business plan with three specific considerations:

- Determine the size needed for the Stayner library branch;
- Determine preferred site locations with estimated costs including a review of the current facility partnership agreements and funding opportunities; and
- Develop a regional library service plan to include all residents of Clearview Township.

At the September 26th, 2016 Council Meeting CAO Stephen Sage and Treasurer Edward Henley, presented a report and comprehensive business plan to Council. The business plan covered a variety of considerations and detailed analysis related to: financial options, facility/site options, transportation, parking, service delivery, and future growth considerations. The report recommended two options for Council consideration, which included either a 8200 square-foot facility or a 6800 square-foot facility attached to the existing Stayner Community Centre. The location of the branch at the Stayner Community Centre was supported by the Library Board as a preferred site.

NEW BRANCH

After reviewing the report and business plan, members of Council voted in favour of constructing a new 6800 square-foot facility attached to the Stayner Community Centre. With construction expected to start in late 2017, the location of the new branch will create a community hub where residents can access both library services and the existing arena and community centre facilities. Locating the new branch at the Stayner Community Centre will encourage more frequent use of the existing facilities and will lay the groundwork for future development of the community hub. With easy walking, driving and public transit access, the new library branch will be well suited to serve the Clearview Township community for many years to come.



NEW LOWELL RECREATION PARK IMPROVEMENTS

Improvements and upgrades are currently in progress at the New Lowell Recreation Park where the existing tennis courts are being re-purposed into a new skateboard park and a multi-use recreation pad for basketball, ball hockey, tennis and other outdoor activities. The project was started by a dedicated group of community members to memorialize the life of Troy Scott, a New Lowell resident who tragically passed away.



Construction is currently underway at the New Lowell Recreation Park tennis courts.

Through community support, over \$27,000 was raised and over 850 signatures in support of the project were collected. The money raised by the community will be used to

purchase various pieces of recreational equipment for the new space. To support the project, the Township has committed to installing a new concrete pad for the

skateboard park.

Once completed, the upgrades will be a great addition to the New Lowell Recreation Park.

Currently the park is used by a variety of baseball, slo-pitch and soccer teams. With construction currently underway the project is expected to be completed this year.

ACCESSIBILITY ADVISORY COMMITTEE

2017 marks the 12th anniversary of the Accessibility for Ontarians with Disabilities Act, 2005 (AODA). During this time, public, private and non-profit organizations across Ontario have been working together to improve the everyday lives of people with disabilities.

Through a commitment to accessibility, in 2003 Clearview Township Council formed the Clearview Accessibility Advisory Committee. The committee, comprised of community volunteers, staff members and Council representatives meet monthly with the mandate of raising community awareness and identifying issues that will lead to the elimination of barriers for persons with disabilities throughout the Township.

Through the Committee's recommendations, the following accessibility improvements have been completed:

- Installation of BrowseAloud software onto Clearview Township websites
- Improved public notice signs
- Library service improvements such as: large print

books and audio/visual resources

- Accessible kitchen at the Sunnidale Corners Community Centre
- Accessible washrooms at the Creemore and Stayner Arenas
- Accessible washroom and lift at the Stayner Pool
- Approved and implemented Facility Accessibility Design Standards (FADS) and coordinating checklist to assist in building and renovating public facilities
- Approved policy regarding accessible communications
- Accessible picnic tables at Station Park in Stayner

WHAT'S NEXT?

In addition to the many achievements and accomplishments, there is still work to be done to make Clearview Township a fully accessible community.

The Township and the Committee are focused on improving the quality of life and access to services for all residents and visitors. Suggestions and comments from residents are welcomed and encouraged by the committee.



COMMUNITY IMPROVEMENT PLAN

Council is currently considering the approval of a Community Improvement Plan (CIP). A CIP allows the municipality to provide grants for façade and streetscape upgrades to local businesses, with the purpose of revitalizing the community and fostering economic development. These improvements help attract residents and visitors to the downtown areas and community entrances. Often these spaces dictate the feel and appeal of an entire community, which is why it is critical that they reflect a healthy image and express community pride. The goal of the CIP is to change the impression that Clearview Township is a 'drive-through' community by positioning the Township as a welcoming community and a destination for families to enjoy.

It's known that people will travel for an authentic downtown experience and atmosphere which includes a variety of shopping, dining, and cultural activities. Therefore, it's important that the quality of the façade is reflective of the experience that a potential customer will have. In addition, façade improvements will also encourage local and outside investment into our communities by filling vacant buildings. Everyone benefits from a strong and resilient business community that provides increased employment opportunities and services to the community.



A great example of an attractive streetscape from downtown Creemore.

ELEMENTS OF A SUCCESSFUL UPDATE:

As trends come and go, successful façades are typically rooted in classic features that never go out of style. These features, particularly for downtown buildings, often feature heritage aesthetics and generally include large display windows, glass entrance doors, transom windows, classic quality front-lit signage, storefront cornices and base panels.

Clearview Township has several important commercial and industrial businesses that lie on the outskirts of our settlement areas, and as a result many of the community gateways have an industrial feel. To improve the first impression of a community, these areas may also benefit from the CIP. Improvements may include the funding of landscaping to create a welcoming and identifiable entrance to the business and the community.

FACILITATING IMPROVEMENTS:

To help fund upgrades, the CIP program is proposed to provide grants for buildings primarily in the downtowns and entrances to settlement areas, specifically those zoned Commercial or Industrial. The Façade Grant will be a one-time grant, for which the percentage and amounts are to be determined by Council. The grants will be for the primary façade but may also include side and/or rear façades. The grant applications will be a competitive deadline-based process, where two quotes plus a picture of the associated façade and proposed alterations must be submitted. Fast food chains, franchise businesses, financial institutions, liquor and beer stores, post offices, and adult entertainment establishments may not be eligible to obtain the façade improvement grant. Overall, the CIP will result in a more attractive, welcoming and enticing downtown and a more vibrant community for all.

Information about the Community Improvement Plan will be posted on www.clearviewplanning.ca when available.





Clearview Events & Tourism

www.clearview.ca/events

UPCOMING FEATURED EVENTS



CANADA 150

Canada Day Celebrations

July 1, 2017 • All Day

Celebrate Canada's 150th Birthday in beautiful Clearview Township! Downtown Stayner & Creemore will be filled with lots of family fun including children's activities, live music, delicious food and fireworks in Creemore!



Creemore Children's Festival

August 5, 2017 • 10am - 4pm

Full day of entertainment and activities that will please the entire family in downtown Creemore. Face painting, children's activities, live music, food & more!

Learn more at: www.creemorechildrensfestival.com



Gathering of the Classics

August 12, 2017 • 10am - 3pm

Aircrafts from past and present will gather at the Edenvale Aerodrome. Tour planes, speak to pilots and watch the planes fly past! Learn more at: www.classicaircraft.ca



Creemore Springs Copper Kettle Festival

August 26, 2017 • 11am - 6pm

A celebration of the Creemore Springs Brewery in downtown Creemore. The festival features children's activities, live music, delicious food and of course, the beer garden!

Learn more at: www.copperkettlefestival.ca

FARMERS' MARKETS

Visit one of our weekly farmers markets to stock up on local produce and products. With a wide variety of vendors, you're guaranteed to find something you'll love!

CREEMORE

Saturday Mornings
8:30am to 12:30pm
Station on the Green
Creemore

NEW LOWELL

Wednesday Nights
5:30pm to 8:30pm
Recreation Park
New Lowell

STAYNER

Thursday Nights
5:00pm to 8:30pm
Station/Gazebo Park
Stayner

