



Council Highlights are intended to provide a summary of Council proceedings only. The information contained within the Highlights is based on approved material from within the associated agenda packages, linked at the bottom. These reports were part of the agenda from the **Joint Council and Committee Meeting on January 11, 2022**. For more information on any item covered in the Highlights, each article is hyperlinked to the appropriate report, which can be accessed by clicking on the title. Images are also linked to relevant resources.

- Service Simcoe

Tourism Simcoe County Tourism Service Delivery to the Heart of Georgian Bay

The Economic Development Corporation of North Simcoe (EDCNS), comprised of the communities of Midland, Penetanguishene, Tay and Tiny, was formed in 2014 with four strategic objectives for economic development in North Simcoe: Agriculture, Advanced manufacturing, Healthcare and Tourism. *The Heart of Georgian Bay* (HGB) is a Destination Marketing Organization mandated by EDCNS to promote these municipalities and increase visitation to the area.

In 2021, the EDCNS analyzed the productivity and efficiencies of the HGB and the decision was made that it would be far more effective to have Tourism Simcoe County (TSC) deliver tourism services for the region, rather than the EDCNS. TSC is also known as Experience Simcoe County, and is a service group within Service Simcoe. TSC continues to serve a growing role of supporting tourism operators and partners, while increasing efforts to grow tourism visits with direct operator support, visitor marketing, experience and product development, and media relations.

On January 11, 2022, Council voted to enter into a Service Delivery Agreement to deliver on an outline and plan for Tourism Simcoe County to provide Tourism destination marketing and management services to the Heart of Georgian Bay.



Paramedic Services Power Lift Assist Procurement

The power lift assist device has become a standard safety item across the province with 87% of Ontario Paramedic Services using a powered lift assist system, many of whom have done so for many years. Research has shown lift assist devices minimize the opportunity for injury to staff. The device also protects patients from accidental stretcher drops and has been tested and proven to be more secure in the event of a motor vehicle collision involving the ambulance.

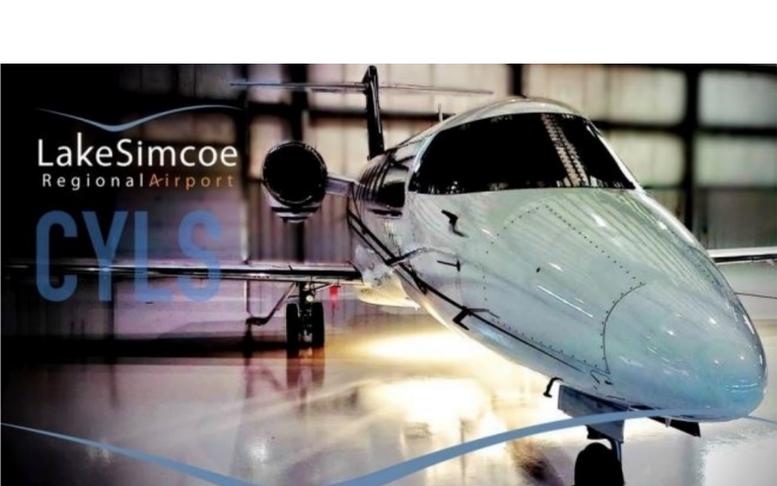
On January 11, 2022, Council approved accelerating procurement of all power lift assist devices in 2022 in anticipation of a price increase in the first quarter of 2022 and a second inflationary price increase in the first quarter of 2023. This opportunity to potentially avoid a market and inflation-based price increase through early procurement also results in quicker deployment of these safety devices.

Child Care and Early Years Workforce Funding

On September 28, 2021, the Ministry of Education advised Municipal Service Managers (MSM) that Canada and Ontario had signed a new Early Childhood Workforce Funding Agreement, providing approximately \$149.9 million in one-time funding to support the retention and recruitment of a high-quality child care and early years workforce across the province. The County of Simcoe has since received a notional allocation of one-time funding totalling \$2,789,670 for 2022, and \$697,417 for the first quarter of 2023. This funding is pending provincial confirmation, subject to approval of a brief Service Manager Planning Report, due to the Ministry of Education on December 17, 2021.

While the licensed child care sector has for many years now experienced staff recruitment and retention issues, this has been exacerbated by the current pandemic. Simply put, operators are struggling to maintain the levels of staffing required to meet pandemic related health guidelines, most significantly enhanced care staff to child ratios. As such, overall capacity within the licensed child care system has declined.

On January 11, 2022, Council received a report on the County's plans to utilize this funding, and approved plans to hire a temporary manager to support stabilization, quality, integration, and growth across the local system of Licensed Child Care and Early Learning.



Lake Simcoe Regional Airport Plan of Subdivision

Since acquiring ownership of the LSRA in January 2020, the County has initiated a number of projects to assist with the present and future development of the airport and increase the LSRA's economic competitiveness. One of these initiatives is completing the process to have a registered plan of subdivision on the airport lands. This proposed plan refers to the process by which airport lands will be 'subdivided' into 19 separate commercial blocks of land, as opposed to 'subdivisions' in the residential context for housing purposes.

The airport lands are currently one large parcel, which poses challenges for tenants and the County. This change will allow tenants/developers to engage in land leases exceeding 21 years at the airport, which will assist them in securing financing. In addition, the LSRA has numerous leases on the subject property, which results in all of the tenants' municipal taxes appearing on the overall LSRA tax bill. This creates an administrative burden on the County, as airport staff are then required to categorize and determine the appropriate amount per tenant and then engage in billing and follow-up activities. The plan of subdivision will allow property taxes to be issued directly to the hangar owners and contractually controlled through Land Lease Agreements.

On January 11, 2022, Council approved the necessary by-law to authorize the removal of subdivision approval authority delegated under Section 51.2 (2) of the Planning Act to the Township of Oro-Medonte for this application.

Fire Services Review Follow-Up and Land Use Planning Service Delivery Review

County Council has passed a number of resolutions related to governance and the service delivery review. Among them was RGR-13-19, which reads: That the County engage a third-party consultant to conduct a comprehensive review of Fire Services in Simcoe County, identifying possible efficiencies and preferred service models including regional and sub-regional service models. County Council also voted to engage third-party consultants to conduct a comprehensive review identifying efficiencies and potential streamlining of processes with respect to land use planning services and approvals performed by the County and its member municipal partners.

Through an RFP process, Pomax Consulting Inc. was selected to complete the review to identify efficiencies and to assist fire services and municipalities with providing value to the community. StrategyCorp was engaged to conduct a Land Use Planning Service Delivery Review with the goal of improving the County's planning a development approvals partnership with its 16 local municipal partners in land use planning.

On January 11, 2022, Council received the final reports from both Pomax and StrategyCorp. Council voted to forward Pomax's report to member municipal councils, with a request to review and consider the efficiencies, service delivery models and recommendations outlined in the review and advise the Regional Government Task Force on how the municipality would like to move forward in light of the review's findings. Council also moved that should the member municipalities see promise in some or all of the recommendations, the County can be identified to assist where appropriate.

On January 11, 2022, Council also endorsed the outlined opportunities in StrategyCorp's report and directed staff to implement identified opportunities and undertakings at the County and Local Municipal Level which can be done within current resources, and report back with an updated strategy and proposed budget for all other, with updates being provided to County Council as required. Staff were also directed to continue to monitor the outcomes of the Provincial Conservation Authority Review and implementation of these recommendations, reporting back to County Council with outcomes and any further opportunities to create a consistent and efficient process.

Joint Council and Committee Meeting Agenda - January 11, 2022

FOLLOW US

