



**CORPORATION OF THE TOWN OF PETROLIA**

**COUNCIL AGENDA**

**Monday, November 19<sup>th</sup>, 2012**

**7:00 p.m.**

**Council Chambers, Victoria Hall**

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- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. INSPIRATIONAL MESSAGE**
- 4. DECLARATION OF PECUNIARY INTEREST**
- 5. ADOPTION OF AGENDA**
- 6. RECOGNITIONS / AWARDS / ANNOUNCEMENTS**
  - None
- 7. DELEGATIONS / FIRST OPPORTUNITY FOR PUBLIC TO ADDRESS COUNCIL**
  - None scheduled
- 8. CONSIDERATION OF MINUTES OF PREVIOUS MEETING(S)**
  - a) Review and Adoption of the Minutes of Regular Council in open session dated Monday, November 5, 2012;
- 9. UNFINISHED BUSINESS**
  - No Unfinished Business reported
- 10. NEW BUSINESS**
  - None
- 11. REPORTS – NO ACTION REQUIRED**
  - None

**12. REPORTS –MOTION REQUIRED (BY DEPARTMENT)**

**a) Finance**

- i) Report dated November 19, 2012 by Brian Jaques, Manager of Finance/Deputy Treasurer regarding accounts dated November 2, 2012 – November 15, 2012;
- ii) Report dated November 19, 2012 by Brian Jaques, Manager of Finance/Deputy Treasurer regarding Policy and Procedure for Issuing Income Tax Receipts;
- iii) Report dated November 19, 2012 by Brian Jaques, Manager of Finance/Deputy Treasurer regarding St. Clair Conservation Authority 2013 draft budget;

**b) Water**

- None

**c) Municipal Services**

- None

**d) Community Services**

- i) Report dated November 19, 2012 by Dave Menzies, Director of Community Services regarding the Magical Nights of Lights competition;

**e) Administration**

- i) Report dated November 19, 2012 by Mandi Pearson Clerk/Executive Assistant regarding business licence application at 4211 Petrolia Line – Lambton Young Theatre Players;

**f) Victoria Playhouse Petrolia**

- i) Report dated November 19, 2012 by Wendy Cornelis, Manager Marketing, Fundraising and Special Events and Laurissa Ellsworth, Marketing Associate & Front of House/Bar Manager regarding 2012 Marketing activities;

**13. CORRESPONDENCE / ITEMS – NO ACTION REQUIRED**

- a) AMO Communication – Watch File dated November 8 2012;
- b) Invitation from City of Hamilton Mayor Bob Bratina to attend the Livable Cities Forum;
- c) News release from the County of Lambton dated November 14, 2012 regarding Christmas in the Villa;
- d) Correspondence from the Alzheimer Society of Sarnia-Lambton regarding their annual writing contest;
- e) AMO Communication – Watch File dated November 15 2012;
- f) Email from the Canadian Cancer Society, Lambton County thanking the Mayor and Council;
- g) News release from the County of Lambton dated November 15, 2012 regarding Sarnia-Lambton Branding Initiative;
- h) October 2012 report on County issued Building Permits;
- i) Email from WCWC regarding two upcoming public sessions for Mayors and Council;
- j) Invitation from the Sarnia Lambton Chamber of Commerce to attend a retirement reception for Garry McDonald;
- k) Thank you from AMO regarding Town arbitration reform support;
- l) Letter from Lambton Drug Awareness Committee regarding the ban of Generic Oxycodone;
- m) Invitation regarding Aquatic Species at Risk;

**14. CORRESPONDENCE / ITEMS - MOTION REQUIRED**

- a) Memorandum from the St.Clair Conservation Authority requesting Council appoint a representative to the Board of Directors;

**15. SECOND OPPORTUNITY FOR PUBLIC TO ADDRESS COUNCIL**

**16. IN CAMERA SESSION**

***Sec 239(4) of the Act***

- One personnel matter
- One property matter – disposition of land LS 2012-01

**17. RISE AND REPORT**

**18. CONSIDERATION OF BY-LAWS**

- a) By-Law Number 68-2012 being a By-Law of the Corporation of the Town of Petrolia to execute a Site Plan Agreement with Penta (2148816 Ontario) 260 Centre Street, in Petrolia;
- b) By-Law Number 69-2012 being a By-Law of the Corporation of the Town of Petrolia to enter into a Community Fund Agreement with the Sarnia Community Foundation;
- c) By-Law Number 70-2012 being a By-Law of the Corporation of the Town of Petrolia to enter into a contract for the operation of the Greenwood Recreation Centre Canteen;
- d) By-Law Number 71-2012 being a By-Law of the Corporation of the Town of Petrolia to Confirm the Resolutions and Motions of the Council of the Town of Petrolia which were adopted up to and including November 19, 2012;

## **19. ADJOURNMENT**



CORPORATION OF THE TOWN OF PETROLIA

**COUNCIL MINUTES**

Monday, November 5<sup>th</sup>, 2012  
7:00 p.m.  
Council Chambers, Victoria Hall

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**1. CALL TO ORDER**

Mayor John McCharles called the meeting to order at 7:00 pm

**2. ROLL CALL**

Council: John McCharles, Mayor  
Joel Field, Councillor  
Mary-Pat Gleeson, Councillor  
Helen Havlik, Councillor  
Mary-Jane Samela, Councillor  
Liz Welsh, Councillor

Staff:  
Joe Adams, Director of Operations  
Manny Baron, CAO  
Brian Jaques, Manager of Finance  
Dave Menzies, Director of Community Services  
Mandi Pearson, Clerk/Executive Assistant  
Richard Poore, Director of Performing Arts

Regrets:  
Tim Brown, Councillor

**3. INSPIRATIONAL MESSAGE**

Councillor Gleeson gave the inspirational message.

You can't reason someone out of something they weren't reasoned into – Mark Twain

**4. DECLARATION OF PECUNIARY INTEREST**

- None declared at this time

**5. ADOPTION OF AGENDA**

MOVED: Mary-Pat Gleeson      SECONDED: Liz Welsh

"THAT the Agenda be approved as submitted including any and all amendments;"

Carried  
C - 01 - 11/05/2012

**6. RECOGNITIONS / AWARDS / ANNOUNCEMENTS**

- Mayor McCharles recognized the most recent Petrolia residents or business owners to receive the Queens Jubilee medal; Darren Allan, Michael Carruthers, Charles Fairbank, Laura Nicholls & Lawrence Swift, acknowledging citizens like them make life better in our community;
- Waste Management Liason Committee will be meeting at the Enniskillen Municipal Office on November 17<sup>th</sup>;
- The Town of Petrolia is now on Facebook, everyone is invited to stop by and like the page which will be used as an excellent communication source for what's happening in the Town;
- Mayor McCharles thanks all staff involved in the storm clean up, especially the Works Department for a job well done;
- Cemetery clean up has been completed ;
- VPP noted that the announcement of the new season was very well received and created lot of positive buzz;
- VPP's upcoming event I'll be Seeing You, a special concert featuring songs of the War Years is close to a sold out show
- Remembrance Day celebrations taking place are:
  - o November 9<sup>th</sup> at 11:00am in Victoria Park for Schools
  - o November 11<sup>th</sup> at 10:45 in Victoria Park
- The OHDCC will be operating with reduced with on November 11<sup>th</sup>
- The Municipal Office will be closed on November 12<sup>th</sup>
- During the month of November The OHDCC is offering a great promotion called All Access, an opportunity for non-members to explore what the Centre has to offer
- Throughout the month of November the CLFHT is hosting Supermarket Tours
- November 16<sup>th</sup> is the Christ Church Chili Luncheon fundraiser for Christmas for Everyone
- November 17<sup>th</sup> is Coffee with the Mayor from 9am-noon at the OHDCC
- November 30<sup>th</sup> is Christmas in the Park from 4-9pm
- December 1<sup>st</sup> is the Santa Claus Parade at 2:00pm

#### **7. DELEGATIONS / FIRST OPPORTUNITY FOR PUBLIC TO ADDRESS COUNCIL**

- None

#### **8. CONSIDERATION OF MINUTES OF PREVIOUS MEETING(S)**

- a) Review and Adoption of the Minutes of Regular Council in open session dated Monday, October 22<sup>nd</sup>, 2012;

MOVED: Joel Field

SECONDED: Helen Havlik

**"THAT the above minutes be approved as submitted."**

Carried  
C - 02 – 11/05/2012

#### **9. UNFINISHED BUSINESS**

- None Reported

#### **10. NEW BUSINESS**

- None

**11. REPORTS – NO ACTION REQUIRED**

- None Reported

**12. REPORTS –MOTION REQUIRED (BY DEPARTMENT)**

a) Finance

- i) Report dated November 5<sup>th</sup>, 2012 by Brian Jaques, Manager of Finance/Deputy Treasurer regarding accounts dated October 19<sup>th</sup>, 2012 to November 1<sup>st</sup>, 2012;

MOVED: Helen Havlik

SECONDED: Mary Jane Samela

**“THAT the accounts of \$ 600, 986.44 from October 19 to November 1, 2012 be approved as submitted.”**

Carried  
C - 03 – 11/05/2012

b) Water

- None at this time

c) Municipal Services

- i) Report dated November 5, 2012 by Joe Adams, Director of Operations regarding an engineering agreement with CIMA;

MOVED: Liz Welsh

SECONDED: Mary Jane Samela

**“THAT Council approve staff accepting the Victoria Hall & Clock Tower Rehabilitation Engineering Services agreement as presented by CIMA.”**

Carried  
C - 04 – 11/05/2012

d)

Community Services

- ii) Report dated November 5, 2012 by Dave Menzies, Director of Community Services regarding a proposed Truck Education Blitz;

MOVED: Liz Welsh

SECONDED: Helen Havlik

**“THAT Council approve an Education Blitz with Transport Truck Drivers in November.”**

Carried  
C - 05 – 11/05/2012

- iii) Report dated November 5, 2012 by Dave Menzies, Director of Community Services regarding Merging of the CCAC and CSAC Committees;

MOVED: Mary-Pat Gleeson

SECONDED: Mary Jane Samela

**“THAT effective January 2013 an amendment is made to By-Law 30-2012 the Committee Appointment By-Law;  
AND THAT the Community Centre Advisory Committee is removed and its appointed members be listed under the Community Services Advisory Committee.”**

Carried

C - 06 – 11/05/2012

e)

Administration

- i) Report dated November 5, 2012 by Mandi Pearson Clerk/Executive Assistant regarding proposed signage at 411 Wingfield Street;

MOVED: Mary Jane Samela

SECONDED: Joel Field

**“THAT Council grant approval for Adrienne Sutherland, RMT to erect signage advertising her business at 411 Wingfield Street.”**

Carried

C - 07 – 11/05/2012

- ii) Report dated November 5, 2012 by Manny Baron, CAO/Deputy Clerk regarding Samia Community Foundation;

MOVED: Joel Field

SECONDED: Liz Welsh

**“THAT Council approve staff move forward with the creation of the Petrolia Community Fund.”**

Carried

C - 08 – 11/05/2012

- iii) Report dated November 5, 2012 by Manny Baron, CAO/Deputy Clerk regarding Development Charges;

MOVED: Mary-Pat Gleeson

SECONDED: Liz Welsh

**“THAT staff be directed to proceed with the Study of Development Charges.”**

Carried

C - 09 – 11/05/2012

- iv) Report dated November 5, 2012 by Manny Baron, CAO/Deputy Clerk regarding Ombudsman Ontario Annual Report;

MOVED: Liz Welsh

SECONDED: Joel Field

**“THAT this report be received and filed.”**

Carried

C - 10 – 11/05/2012

- v) Report dated November 5, 2012 by Manny Baron, CAO/Deputy Clerk regarding Town of Petrolia FHT Developer Selection Committee;

MOVED: Liz Welsh

SECONDED: Mary Jane Samela

**“THAT Council supports the creation of the Family Health Team Developer Selection Committee;  
AND THAT CIMA develop the process needed to select the appropriate developer;**

Carried

C - 11 – 11/05/2012

- vi) Report dated November 5, 2012 by Manny Baron, CAO/Deputy Clerk regarding Architectural Services – FHT;

MOVED: Mary Jane Samela

SECONDED: Helen Havlik

**“THAT Mayor McCharles and Manny Baron, CAO be authorized to sign, on behalf of the Town, an agreement with Tillman, Ruth and Robinson to provide architectural services for the Family Health Team building.”**

Carried

C - 12 – 11/05/2012

- vii) Report dated November 5, 2012 by Manny Baron, CAO/Deputy Clerk regarding Project Management Control Agreement – FHT;

MOVED: Joel Field

SECONDED: Mary-Pat Gleeson

**“THAT Mayor McCharles and Manny Baron, CAO be authorized to sign, on behalf of the Town, an agreement with CIMA to provide Project Management Control services for the Family Health Team building project.”**

Carried

C - 13 – 11/05/2012

f)

**Victoria Playhouse Petrolia**

- None at this time

**13. CORRESPONDENCE – NO ACTION REQUIRED**

- a) News Release dated November 2, 2012 from the County of Lambton – National Child Day;
- b) AMO Communication dated November 1, 2012 – Watch File
- c) AMO Communication dated October 25, 2012 – Watch File
- d) News Release dated October 23, 2012 from the County of Lambton Doors Open a Success;

MOVED: Joel Field

SECONDED: Helen Havlik

**“THAT the above correspondence items a) through d) be received and filed”**

Carried

C - 14 – 11/05/2012

**14. CORRESPONDENCE / ITEMS - MOTION REQUIRED**

- None at this time

15. SECOND OPPORTUNITY FOR PUBLIC TO ADDRESS COUNCIL

- None at this time

16. IN CAMERA SESSION

- 1 property item

MOVED: Mary Jane Samela

SECONDED: Helen Havlik

“THAT Council move to an In Camera session”

Carried

C - 15 – 11/05/2012

Council moved In Camera at 7:31 pm

Council resumed regular session at 7:50 pm

17. RISE AND REPORT

- Council give direction for Dave Menzies, Director of Community services to proceed with LP 2012-01.

18. CONSIDERATION OF BY-LAWS

- a) By-Law Number 67-2012 being a By-Law of the Corporation of the Town of Petrolia to Confirm the Resolutions and Motions of the Council of the Town of Petrolia which were adopted up to and including November 5, 2012;

MOVED: Liz Welsh

SECONDED: Mary Jane Samela

“THAT By-Law a) be read a first and second time.”

Carried

C - 16 – 11/05/2012

MOVED: Liz Welsh

SECONDED: Joel Field

“THAT By-Law Number 67-2012 being a By-Law of the Corporation of the Town of Petrolia to Confirm the Resolutions and Motions of the Council of the Town of Petrolia which were adopted up to and including November 5, 2012 be read a Third Time and Finally Passed.”;

Carried

C - 17 – 11/05/2012

19. ADJOURNMENT

Council Minutes – November 5<sup>th</sup>, 2012

MOVED: Joel Field


SECONDED: Liz Welsh

**“THAT the November 5<sup>th</sup>, 2012 meeting of the Council of the Town of Petrolia be adjourned to the next regular scheduled meeting of Council to be held on Monday, November 19<sup>th</sup>, 2012 or to the call of the Chair.”**

Carried

C - 18– 11/05/2012

The meeting adjourned 7:53 p.m.

  
\_\_\_\_\_  
John McCharles  
Mayor

\_\_\_\_\_  
Mandi Pearson  
Clerk/Executive Assistant

129 ii)

**Town of Petrolia**  
Report to Council

**To:** Mayor and Members of Council

**From:** Brian Jaques, Manager of Finance / Deputy Treasurer

**Date:** November 19, 2012

**SUBJECT:** Policy & Procedure for Issuing Income Tax Receipts for Gifts and Donations

**BACKGROUND:**

The Canada Revenue Agency (CRA) maintains a list of municipalities that are qualified donees. Municipalities that are listed as qualified donees can issue official donation receipts for income tax purposes for gifts and donations received from donors. Currently, the Town of Petrolia is listed as a qualified donee.

In order to maintain a qualified donee status, municipalities must adhere to specific guidelines set out by the CRA. In order to ensure that the Town of Petrolia continues to meet the guidelines a policy and procedure on issuing income tax receipts for gifts and donations has been created. This policy and procedure outlines when an official income tax receipt may be issued and that duty of ensuring the CRA's guidelines are met is the responsibility of the Treasurer / Deputy Treasurer.

**STRATEGIC PLAN LINK:**

Continuous Improvements  
Accountability and Transparency

**BUDGET IMPACT:**


No budget impact is expected.

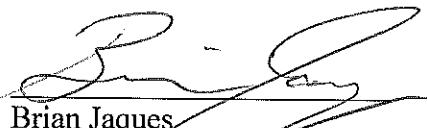
**RECOMMENDATIONS:**

**It is recommended:**

**"THAT council accepts the policy and procedure for issuing income tax receipts for gifts and donations."**

**Prepared by:**

  
Manny Baron  
CAO

  
Brian Jaques  
Manager of Finance / Deputy Treasurer

THE CORPORATION OF THE TOWN OF PETROLIA  
Issuing of Income Tax Receipts for Gifts and Donations

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1. PURPOSE

- a. The Corporation of the Town of Petrolia is currently listed by the Canada Revenue Agency (CRA) as a qualified donee. This allows the Town to issue official donation receipts for income tax purposes, which the donor can claim against their personal or corporate income taxes. In order to maintain our status with CRA, the Town must follow certain guidelines set out by CRA. This policy and procedure has been prepared to ensure that the Town meets or exceeds the requirements set out in CRA's guidelines.

2. SCOPE

- a. The policy of issuing of income tax receipts is to apply to all gifts received by the Corporation of the Town of Petrolia including but not limited to cash or cash equivalents, property or gifts-in kind. This policy applies to all Town of Petrolia departments, including but not limited to:
  - i. Cultural Services – Victoria Playhouse Petrolia
  - ii. Environmental – Water & Sewer
  - iii. General Government – Administration
  - iv. Health Services – Cemeteries
  - v. Protection Services – Fire Dept
  - vi. Recreation – Parks, Arena, and Community Centre

3. ELIGIBLE AND NON ELIGIBLE DONATIONS

- a. An eligible gift or donation is one where there is a voluntary transfer of property and where the donor does not receive an advantage or consideration for the donation. Only gifts of property are eligible for official donation receipts (for example cash, equipment, goods or property).
- b. Transactions that DO NOT qualify as gifts include:
  - i. Gifts of service, and promises of service, are not gifts of property and are not eligible for official donation receipts;
  - ii. Gift certificates that an issuer donates do not constitute property and are not eligible for official donation receipts. However, a gift certificate purchased and then donated does constitute property and may be receipted as its fair market value;
  - iii. Pledges do not constitute a transfer of property until they are fulfilled and, as such, are not eligible for an official receipt.
  - iv. A court ordered transfer of property;
  - v. The payment of a basic fee for admission to an event or program (example entrance fee for a golf tournament);
  - vi. The payment of membership fees that convey the right to attend events, receive literature, receive services, or be eligible for entitlements of any material value that exceed 80% of the value of the payment;
  - vii. A payment for a lottery ticket or other chance to win a prize;
  - viii. The purchase of goods or services from a charity;

THE CORPORATION OF THE TOWN OF PETROLIA  
Issuing of Income Tax Receipts for Gifts and Donations

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- ix. A donation for which the fair market value of the advantage or consideration provided to the donor exceeds 80% of the value of the donation;
- x. A gift in kind for which the fair market value cannot be determined;
- xi. Donations provided in exchange for advertising / sponsorship;
- xii. Gifts of services (for example donated time, labour);
- xiii. Gifts of promises (for example gift certificates donated by the issuer, hotel accommodations);
- xiv. Loans of property;
- xv. Use of a timeshare; and
- xvi. The lease of premises.

4. ISSUING OFFICIAL DONATION RECEIPTS

- a. Official donation receipts must be legible and cannot be readily altered. Each receipt must include:
  - i. A statement that it is an official receipt for income tax purposes;
  - ii. The name and address of the qualified donee;
  - iii. Its unique serial number;
  - iv. The place or locality where the receipt was issued;
  - v. The day or year the donation was received;
  - vi. The day on which the receipt was issued if it differs from the day of donation;
  - vii. The full name, including middle initial, and address of the donor;
  - viii. The eligible amount of the gift;
  - ix. The signature of an individual authorized by the qualified donee to acknowledge donations; and
  - x. The name of the Web site address of the CRA – [www.cra.gc.ca/charitiesandgiving](http://www.cra.gc.ca/charitiesandgiving)
- b. If an official donation receipt is being issued for non-cash gifts (gifts in kind), it must also include these additional elements:
  - i. The day on which the donation was received (if not already included);
  - ii. A brief description of the property transferred to the qualified donee;
  - iii. The name and address of the appraiser (if the property was appraised); and
  - iv. The fair market value of the property at the time the gift was made.
- c. If a municipality fails to keep books and records supporting the official donation receipts it issues, to provide to the CRA on request, or is involved in the improper issuance of donation receipts, the CRA may suspend its receipting privileges or delist it. If a municipality's qualified donee status is suspended, it cannot issue official donation receipts or receive gifts from registered charities during that period. Delisted municipalities no longer have qualified donee status.

THE CORPORATION OF THE TOWN OF PETROLIA  
Issuing of Income Tax Receipts for Gifts and Donations

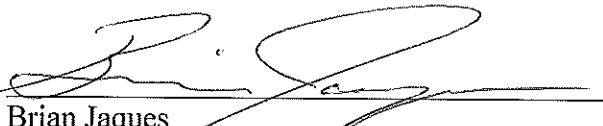
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5. POLICY AND PROCEDURE

- a. If a donation of cash is received by any department a standard cash receipt can be issued, if immediately required. Staff will be responsible for obtaining the information for the preparation of the official tax receipt (name, address, date, amount, reason for donation). This information is to be forwarded to the Finance Department, which will prepare the official tax receipt.
- b. If a donation of a gift in kind (non cash donation) is to be received, the Treasurer or Deputy Treasurer must be notified prior to accepting the gift. The Treasurer will determine if the gift is eligible for a tax receipt and if a fair market value assessment is required.
- c. Departments may request that either the official tax receipt be made directly to the donor or returned to the recipient department so that an additional letter of thanks can be attached.
- d. It is the responsibility of the Treasurer / Deputy Treasurer to ensure that official tax receipts meet the guidelines set out by CRA and proper records of official tax receipts issued are maintained.
- e. All official tax receipts are to be signed by the Treasurer, Deputy Treasurer or their designate.

6. EFFECTIVE DATE

- a. This policy and procedure be effective January 1, 2013 and remain in effect until amended or rescinded.



Brian Jaques  
Manager of Finance / Deputy Treasurer

**Town of Petrolia**  
Report to Council

**To:** Mayor and Members of Council

**From:** Brian Jaques, Manager of Finance / Deputy Treasurer

**Date:** November 19, 2012

**SUBJECT:** St Clair Region Conservation Authority 2013 Draft Budget

**BACKGROUND:**

The St. Clair Region Conservation Authority is currently in the process of developing their 2013 Annual Operating Budget. The Town, as a member municipality, has received correspondence indicating the Town's share of the proposed General and Special levies for 2013. The St. Clair Region Conservation Authority has requested that any comments from the member municipalities on the proposed budget be forwarded to them prior to their December 13, 2012 meeting.

**STRATEGIC PLAN LINK:**

Accountability and Transparency

**BUDGET IMPACT:**

2013 budget impact:

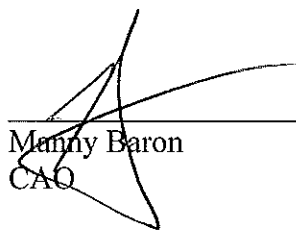

	TOTAL	Town of Petrolia
Proposed municipal general levy	\$631,915	\$15,908
Proposed increase over 2012	\$ 38,133	\$ 968
Percentage increase	6.4%	6.4%
Proposed special levy		
Bridgeview Conservation Area	\$ 900	\$ 900
3D Watershed Mapping (new for 2013)	\$ 62,000	\$ 1,561
Total Proposed Contribution		\$ 18,369
Total Proposed increase over 2012		\$ 2,529
Percentage increase		15.9%

**RECOMMENDATIONS:**

**It is recommended:**

**"THAT council receive and file the correspondence from the St. Clair Region Conservation Authority and that the proposed contribution for the Town of Petrolia be included in the Town's 2013 budget."**

**Prepared by:**

  
\_\_\_\_\_  
Manny Baron  
CAO  
\_\_\_\_\_  
Brian Jaques  
Manager of Finance / Deputy Treasurer

**Member  
Municipalities**

Township of  
Adelaide-Metcalfe

Township of  
Brooke-Alvinston

Municipality of  
Chatham-Kent

Township of  
Dawn-Euphemia

Township of  
Enniskillen

Municipality of  
Lambton Shores

Municipality of  
Middlesex Centre

Village of  
Newbury

Village of  
Oil Springs

Town of  
Petroia

Town of  
Plympton-Wyoming

Village of  
Point Edward

City of  
Samia

Municipality of  
Southwest Middlesex

Township of  
St. Clair

Municipality of  
Strathroy-Caradoc

Township of  
Warwick

Friday, November-09-12

To: Member Municipalities

From: Tracy Prince, Director of Finance

**RE: 2013 Draft Budget, St. Clair Region Conservation Authority**

At the November 08, 2012 meeting of the Board of Directors the 2013 Draft Budget was discussed.

**Levy Apportionment- Year 2013**

The 2013 draft budget provides the apportionment based on Modified Current Value Assessment as supported by the following motion:

*"That the Board of Directors approves the apportioning of matching and non-matching general levy to member municipalities for 2013 as per Schedule A, using the Modified Current Value Assessment, values provided by the Ministry of Natural Resources received September 19, 2012."*

**2013 Draft Budget**

*"That the Board of Directors recommends the 2013 preliminary forecast budget of \$5,557,241 with a municipal general levy of \$631,915 and further that this preliminary budget be circulated to member municipalities for information and input based on our budget review process."*

The General Levy has a proposed increase of \$38,133 to be shared by all 17 member municipalities.

The attached information provides highlights and summaries of the detailed budget. The Board of Directors will review any comments from municipalities at their meeting December 13, 2011. The 2013 Budget will be voted on at the Annual General Meeting scheduled for February 21, 2012.

Should you have any questions or wish additional information, please do not hesitate to contact this office.

Yours truly,



Tracy Prince  
Director of Finance  
Encl.

**RECEIVED**

NOV 14 2012

**FINANCE DEPT.**

2013 Proposed general levy \$631,915 shared by all 17 member municipalities.  
**Town of Petrolia proposed share: \$15,908**

Summarized below are the special levy costs extracted from the 2013 proposed budget.

Bridgeview Conservation Area: \$900  
- includes inspection and operation  
**Town of Petrolia share: \$900**

3D Watershed Mapping: \$62,000  
**Town of Petrolia share: \$1,561**

<b>Town of Petrolia proposed Special Levy:</b>	<b>\$ 2,461</b>
<b>Town of Petrolia proposed General Levy:</b>	<b>\$15,908</b>
<b>Total Town of Petrolia proposed Contribution:</b>	<b>\$18,369</b>

12 d)i



Town of Petrolia  
Report to Council

**To:** Mayor and Members of Council  
**From:** Dave Menzies, Director of Community Services  
**Date:** November 19<sup>th</sup>, 2012  
**SUBJECT:** Magical Nights of Lights

**BACKGROUND:**

During the November meeting of the Community Services Committee, an idea was brought forward to help engage community spirit during the holiday season; a Christmas light competition.

This idea was supported by the Committee and Staff went back to the office to develop it further. What we have come up with is the Magical Nights of Lights Competition, which will take place starting November 30 (to line up with Christmas in the park) through to December 30, with judging taking place the week of Dec 17 -21.

Residents are encouraged to decorate their homes with Christmas Lights, once the lights are up they call Town Hall to register their home for the competition.

Winners will be announced in early January and then recognized with an award during the last Council meeting of January.

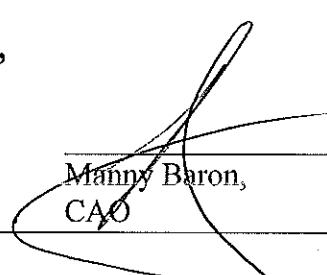
**BUDGET IMPACT:**

Within 2012 budget

**RECOMMENDATIONS:**

**"THAT Council receive and file this report."**

  
\_\_\_\_\_  
Dave Menzies  
Director of Community Services

  
\_\_\_\_\_  
Manny Baron,  
CAO



Town of Petrolia  
Report to Council

**To:** Mayor and Members of Council

**From:** Mandi Pearson, Clerk/Executive Assistant

**Date:** November 19, 2012

**SUBJECT:** Business Licence Application – 4211 Petrolia Line

**BACKGROUND:**

An application has been received from Nancy Keys to operate Lambton Young Theatre Players at 4211 Petrolia Line in Petrolia.

**Fire inspection:** has been completed – See attached.

**Building Inspection:** N/A – no structure change or permit required

**Health Inspection:** N/A

**County Planning Report:** N/A – no change in use

**Signage:** applicant was made aware of signage parameters

**STRATEGIC PLAN LINK:**

- Economic Development  
Business retention and expansion

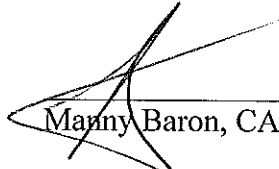
**BUDGET IMPACT:**

One time Business Licence revenue of \$200.00.

**RECOMMENDATIONS:**

**“THAT Council approves the Business License Application submitted by Nancy Keys to operate Lambton Young Theatre Players at 4211 Petrolia Line in Petrolia  
AND THAT prior to the opening of the operation the three deficiencies noted by the Fire Department are corrected.”**

  
Mandi Pearson, Clerk/Executive Assistant

  
Manny Baron, CAO



# THE CORPORATION OF THE TOWN OF PETROLIA

411 Greenfield Street, P.O. Box 1270, Petrolia, Ontario N0N 1R0

Phone: (519) 882-2350

Fax: (519) 882-3373

TOWN OF PETROLIA

NOV 13 2012

RECEIVED

## MUNICIPAL BUSINESS LICENCE APPLICATION

New Application or Transfer in Ownership (revised Oct 2012)

Date of Application: <i>Nov. 12 2012</i>	License applied for: <i>Business</i>
Type of Application: <input type="checkbox"/> New Application	<input type="checkbox"/> Transfer of Ownership
Name of Applicant(s): <i>Lambton Young Theatre Players (Nancy Keys)</i>	Phone: <i>882-3521</i>
Applicant Address: <i>P.O. Box 1218</i>	
Email Address:	Fax:
Name of Business: _____	
Business Address: <i>4211 Petrolia Line</i>	
Business Phone: <i>882-3521</i>	Business Fax:
Type of Business: <i>Dramatic Arts Non Profit</i>	
Proposed Hours of Operation (including seasonal): <i>variable</i>	
Please include a description of the goods, wares, merchandise, or services that you propose to sell or offer for sale under this license: <i>educational theatre programs for youth 18 and under</i>	
<b>CHECKLIST:</b>	
1. Have you attached your Health Inspection? (see reverse for list of business types) Contact County of Lambton Community Health Services at 519-383-8331	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
2. Have you attached your Fire Inspection? Contact the Petrolia and North Enniskillen Fire Department at 519-882-2020	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
3. Have you attached your Building Inspection? Contact County of Lambton Building Services at 519-845-0801	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
4. Have you attached your MTO Inspection? (taxi only)	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

<b>OFFICE USE ONLY</b>					
Licence # Issued:			Date Issued:		
Expiry Date:			Fee Paid:		
Notification Letter Sent to Applicant:			Date:		
Roll Number:			Issuer:		
Yearly Inspections Required	Fire	Health	Building	MTO	



# THE CORPORATION OF THE TOWN OF PETROLIA

411 Greenfield Street, P.O. Box 1270, Petrolia, Ontario N0N 1R0

Phone: (519) 882-2350

Fax: (519) 882-3373

## BUSINESS LICENCE FEES:

Transient Trader: \$1000      Mobile Canteen: \$200      Auctioneer: \$200  
Municipal Licence: \$200 new application/ownership transfer, no charge for renewals

Under the Terms of By-Law 66-2011 of the Town of Petrolia  
**LICENCES EXPIRE ON DECEMBER 31<sup>ST</sup> OF EACH YEAR**

Businesses requiring a Health Inspection:

Hair & Nail Salon	Body Waxing	Electrolysis	Acupuncture
Tattoo Salon	Tanning Salon	Pools/Spas	Food Services
Day Care	Long Term Care	Group Homes	Funeral Homes
Health Services			

Contact 519-383-8331 to arrange for your inspection

Will you be having a Grand Opening?	<input checked="" type="radio"/> Yes	<input type="radio"/> No	Date: <u>Dec. 86 2012.</u>
If yes, would you like to Mayor to attend your opening?	<input checked="" type="radio"/> Yes	<input type="radio"/> No	Time: <u>7:00 p.m.</u>
Would you like to be placed on the Town of Petrolia Website listing of business?	<input checked="" type="radio"/> Yes	<input type="radio"/> No	Website form complete: _____
Would you like to receive information via email about Town events or promotion opportunities?	<input checked="" type="radio"/> Yes	<input type="radio"/> No	

Nov. 13 20012.  
Date

L. Smith  
Applicant(s) Signature

Personal information on this form is collected under the authority of section 28 (2) of the Municipal Freedom of Information and Protection of Privacy Act, 1989, and will be used for licensing purposes including enforcement of the Town's Licensing By-Law. Any questions about the collection of this information may be addressed to the Licensing Clerk, Victoria Hall, 411 Greenfield Street, ON 519-882-2350.

## OFFICE USE ONLY

Licence # Issued:	Date Issued:			
Expiry Date:	Fee Paid:			
Notification Letter Sent to Applicant:	Date:			
Roll Number:	Issuer:			
Yearly Inspections Required	Fire	Health	Building	MTO

**Petrolia & North Enniskillen Fire Department**  
**LEVEL 1 SAFETY CHECK SHEET**  
 Service Mercantile (Occupancy Under 300 people)

**Contact Information**

Date: Nov. 6 / 12

Name & Address: Lambton Young Theatre Players Unit 2  
4211 Petrolia Line

☐ No Access

☐ Denied Admittance

☐ Return Date:

1. After Hours Emergency Contact:

Nancy Keys

Phone #: (519) 882 3521

2. After Hours Emergency Contact:

Phone #:

Listed below are potential safety hazards requiring your immediate attention.

**Access & Premises**

Property address is marked in large numbers and is clearly visible from the street

☒ Complete

☐ Incomplete

Areas outside and around the building are clear of debris

☒ Complete

☐ Incomplete

**Egress (Exit)**

Exit signs are provided, and are in working order if provided with illumination

☒ Complete

☐ Incomplete

Exit(s) and exit pathway(s) are clear of obstructions

☒ Complete

☐ Incomplete

Exit lighting is maintained and in operable condition

☐ Complete

☒ Incomplete

Exit door(s) close and latch properly

☒ Complete

☐ Incomplete

**Electrical**

Electrical wiring/panel appears appropriate

☒ Complete

☐ Incomplete

Electrical panel is clear of obstruction

☒ Complete

☐ Incomplete

**Other**

Combustibles stored properly

☒ Yes

☐ No

Extinguisher easily seen (signage)

☒ Yes

☐ No

Extinguisher in operable condition (tagged)

☐ Yes

☒ No

Heating, Ventilation, Air Conditioning in good condition

☒ Yes

☐ No

Alarm system(if present), inspected, tested

☐ Yes

☒ No

Closures are not obstructed, or altered

☐ Yes

☐ No

➤ Alarm System:

Information: No

Phone #: \_\_\_\_\_

➤ Business Licence: ☐ Yes ☐ No Applying

Date Received: \_\_\_\_\_

**Comments**

Exit Lighting not working - burn out lights  
 Extinguisher out of date - needs check out - HSC.  
 Ceiling tiles need replacing in two places

Inspector: Ray Lewis

Signature: \_\_\_\_\_

Duration of Inspection: 30

Owner: \_\_\_\_\_

Signature: \_\_\_\_\_

Follow up required: ☒ Yes ☐ No

370 CENTRE ST.: PETROLIA/ONTARIO N0N 1R0

Phone: 519-882-2020 : Fax: 519-882-3131 : Email: PEFIREDT@XCELCO.ON.CA

## Town of Petrolia

## Report to Council

**To:** Mayor and Members of Council**From:** Wendy Cornelis, Manager Marketing, Fundraising and Special Events  
and Laurissa Ellsworth, Marketing Associate & Front of House/Bar Manager**Date:** November 19, 2012**Subject:** Report on 2012 Marketing Activities through 2012**Background:**

As has been reported internally and through local media, VPP has experienced a remarkable resurgence in profile and popularity through 2012. Ticket sales have increased significantly and people are returning to the theatre after having been away. The positive improvements that have occurred are a result of the entire TEAM (Together Everyone Achieves More) working together to make it happen including the new Artistic vision, a very focussed Customer Service initiative and a very specific increase and expansion in marketing activities.

In late 2011, it was agreed that marketing efforts for the 2012 calendar year would focus mainly on VPP and the new Artistic program developed by Artistic Directors David Hogan and David Rogers in order to facilitate the necessary improvements to VPP's operations. Laurissa came on board full time at the beginning of March and in addition to her front of house and bar duties, has been working on marketing initiatives with Wendy under the Direction of Richard Poore with input from the Artistic Directors.

It quickly became clear that although the focus of the marketing effort was the VPP season, results would affect not only VPP, but the town of Petrolia as well, similar to the benefits realized by other towns with a strong theatre presence such as Stratford, Niagara-on-the-Lake, Gananoque, Meaford, Kitchener-Waterloo, Owen Sound and Sudbury, to name a few.

For the purposes of this report, "Marketing" is defined as "the process of researching, promoting, selling, and distributing products or services". The key word here is "process". Marketing is a huge topic, hence the volume of books written about it and the fact that it takes several years of schooling to obtain a credible marketing degree. It essentially involves everything you do to get potential customers together with your product or service and the key components to any good marketing strategy are Product (or service), Price, Promotion and Distribution. It's important to know your current markets and why they buy, to determine target markets and then to do everything possible to reach those target audiences.

There is no doubt that the increased profile and success of the 2012 VPP Summer Festival have been important to the theatre and to the Town. Members of the industry from across the province have remarked that "it's amazing to watch what's happening in Petrolia", "Petrolia is on everyone's radar". Within Lambton County, staff members attend many functions and interact with other organizations who never fail to mention how great things seem to be in Petrolia. According to the Ontario Ministry of Tourism's "Tourism Region Economic Indicator Model", putting 29,210 patrons through VPP is equal to an economic impact to the region of \$3,634,865. This of course means that everyone benefits the more visitors we bring to Town.

VPP attendance in 2012 was among the highest 5% of all theatre venues in Ontario and we have been asked more than once by Industry partners to share with them our "secrets to success". The focus on the entire "Customer Experience" is a significant factor in the high praise VPP has been receiving and we have heard comments about how they don't get treated so well at any other theatre they attend, which comments favourably on the Box Office, Front-of-House, our "Customer First" attitude and our "Welcoming" atmosphere. Through the 2012 season, all staff worked diligently on whatever was needed to lead to success.

### **Key Marketing Activities:**

- Broader advertising reach
- Partnerships with multi-type media organizations
- Focus on winning back past patrons mostly through direct mail campaigns to past subscribers
- Introduce new Sponsorship Program
- Introduce new Friends of VPP Program
- Focus on providing service to "Groups" attending performances (concierge)(town bus tours)
- Issue media releases as frequently as possible
- Revised "special sponsorship" program to allow small businesses to contribute by placing ads in the season program
- Customer Service Training session held with VPP staff and then town and OHDCC staff as well – based on the strong link between CS and Marketing
- Director of Performing Arts welcomed all bus groups to the Theatre and Petrolia
- All patrons were welcomed at the front door to every performance by either the Director of Performing Arts or the Marketing Manager
- Several Direct Mail campaigns to reach past patrons, subscribers, and previous "Starbright Summer Festival" patrons who have a strong affinity to the shows that David and David produce
- Wrote a "Study Guide" for school groups attending Godspell performances and arranged for value added "talkback" sessions with cast and Artistic Directors
- Maintain a strong working relationship with Tourism Sarnia Lambton for future work on developing package offerings to entice tourists to Petrolia and Lambton County
- Volunteer appreciation and a strong volunteer program overseen by Laurissa has been instrumental in recent success. Volunteers help with many aspects of VPP Sales & Marketing & Operations and are very well coordinated by Laurissa
- Planned, organized and implemented "special" event evenings for Sponsors, Holiday Inn and MIG Engineering and Beyond Borders Travel
- Re-introduced 50/50 draws to increase revenues and also improved candy/chocolate bar sales
- Expanded poster distribution outside of Petrolia. Laurissa and her "front-of-house" team have taken on the task of ensuring posters are distributed in a timely fashion and removal of old posters happens at the same time
- Revamping of the VPP website for aesthetics and ease-of-use
- E-blasts are sent monthly to over 6,000 people with an average "Open" rate of 22.6% (which is excellent against an industry average of 15%)
- Participated in "Sarnia-Lambton Day" at Queen's Park at the invitation of Bob Bailey
- Participated with a booth at "Art-in-the-Park" with plans to expand future involvement
- VPP Marketing Staff participated in Open Doors Lambton County
- Surveys distributed to all patrons and results compiled into a report used to help determine what the best lineup of shows would be for 2013 and patron comments were quoted in 2013 season brochure
- Introduced and promoted Friday evening Cabarets to provide value added to patrons – cost was "pay what you can" and a hat was passed asking attendees to contribute
- Development and maintenance of VPP Facebook Page and Twitter account. Facebook pages have also recently been developed for Town of Petrolia and the Farmer's Market with a goal to complete the OHDCC page by November 30,2012

- QR code created so that it could be included on our 2013 brochure and when someone reads it with their iPhone, they are taken directly to our ticket buying page on the website
- VPP is listed and has its first 5 Star review posted on Trip Advisor. Plans are in place and work has begun to expand our presence on Trip Advisor to benefit the town and town businesses. This is a definite asset from a tourism perspective
- Other Social and Digital media initiatives are underway as we look at how to best present the Playhouse and the Town to potential visitors. Laurissa's working understanding of these programs is a significant asset in our ability to have a presence there
- Through our membership in CCI (Canadian Cultural Impressarios – Ontario's Presenting Network), we are working on using "Envionics" to help us understand the traits and attitudes and buying habits of our current audiences and also to look at where those same groups reside within Ontario so we can determine the best growth targets for our marketing dollars into the future
- The suggestion has been made that we integrate a "Tourism Information Booth" into our current box office structure, thereby utilizing the resources we currently have to promote the Theatre as well as the community
- "Building Relationships" across many levels is a key marketing initiative and is at the forefront of everything we do on a daily basis – patrons, sponsors, donors, advertisers, media etc.

#### **Quantitative Results:**

- 29,210 patrons through VPP in 2012 compared to 23,648 in 2011 (increase of 23%)
- Significant improvement in revenue from Sponsorship program, VPP Friends program, 50/50 draws and Cabarets
- Increase in volunteer base from 54 to 118
- Social Media results per attachment

#### **Qualitative Results:**

- Increase in profile of the Theatre and the Town throughout the province, particularly in the Theatre and Tourism Industries and with Lambton County partners
- A Departmental TEAM working together to ensure the most positive experiences for all customers
- Renewed excitement about VPP with town merchants and residents as evidenced by their participation in launches, sponsorships, volunteer efforts, poster and postcard distribution etc.
- Requests from other organizations to share our secrets of success

#### **Attachments to this report:**

- Performance Report – Sponsorship & Fundraising
- Economic Impact of Actual TREIM Totals in Lambton County in 2012
- Copy of Community Reference for VPP from Tourism Sarnia Lambton and the Sarnia-Lambton Chamber of Commerce
- Description of Digital Media programs being worked with
- Printout of Facebook pages for VPP, Town of Petrolia, Petrolia Farmers' Market
- Printout of VPP Trip Advisor page
- Quantitative results of Social Media presence for VPP, Town of Petrolia, Petrolia Farmers' Market
- 2012 Survey Results

**STRATEGIC PLAN LINK:**

Sustainable Community (...building lasting partnerships)  
Economic Development  
Customer Service Excellence  
Continuous Improvement

**BUDGET IMPACTS:**

2012 VPP Revenue & Expenses and 2013 projections

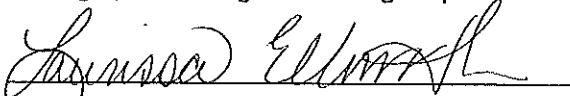
**RECOMMENDATIONS:**

That Council review and retain for reference this document with attachments regarding VPP Marketing 2012.

Prepared by:

  
Wendy Cornelis

Manager, Marketing Fundraising & Special Events

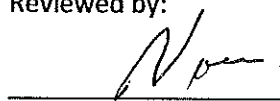
  
Laurissa Ellsworth

Marketing Associate, Bar Manager, Front-of-House Manager

Received by:

  
Manny Baron, CAO

Reviewed by:

  
Richard Poore

Director of Performing Arts

# Performance Report Sponsorship & Fundraising VPP 2012

		Budget		Earned		Actual		In Kind		YTD Totals		% of
Description	# Sp.	\$		Sponsor		Actual \$				Total		Bgt
SPONSORSHIP												
Season Sponsor	1	\$	20,000.00	Crabby Joe's Petrolia		\$	17,500.00		\$	-	\$	17,500.00
Show Sponsors	5	\$	30,000.00	Several (see below)		\$	16,000.00		\$	-	\$	16,000.00
Heart & Soul	1	\$	6,000.00	None		\$	-					
Godspell	2	\$	6,000.00	VanTuyt & Fairbank		\$	6,000.00		\$	-	\$	6,000.00
Pleasure	1	\$	6,000.00	Jeff Burchill Financial		\$	6,000.00		\$	-	\$	6,000.00
Sinatra	1	\$	6,000.00	MIG Engineering		\$	4,000.00		\$	-	\$	4,000.00
Show Sponsors	4	\$	16,000.00	(See below)		\$	12,000.00		\$	4,500.00	\$	12,000.00
Country Sunshine	1	\$	6,000.00	CIMA+		\$	6,000.00		\$	-	\$	6,000.00
Love Letters	1	\$	6,000.00	Heidi's Independent		\$	6,000.00		\$	4,500.00	\$	6,000.00
Opening Night	9	\$	13,500.00	Several (see below)		\$	13,500.00		\$	500.00	\$	13,500.00
Heart & Soul	1	\$	1,500.00	Bluewater Power		\$	1,500.00		\$	-	\$	1,500.00
Godspell	1	\$	1,500.00	Shoppers Drug Mart		\$	1,500.00		\$	-	\$	1,500.00
"	1	\$	1,500.00	Tim Horton's		\$	1,500.00		\$	-	\$	1,500.00
Pleasure	1	\$	1,500.00	Scottabank		\$	1,500.00		\$	-	\$	1,500.00
Country Sunshine	1	\$	1,500.00	Beyond Borders Travel		\$	1,500.00		\$	-	\$	1,500.00
"	1	\$	1,500.00	CH2M		\$	1,500.00		\$	-	\$	1,500.00
Love Letters	1	\$	1,500.00	Petrolia Mercantile		\$	1,500.00		\$	500.00	\$	1,500.00
"	1	\$	1,500.00	Rooted Bohemian		\$	1,500.00		\$	-	\$	1,500.00
Sinatra	1	\$	1,500.00	Robert Gray		\$	1,500.00		\$	-	\$	1,500.00
TOTALS		\$	79,500.00			\$	59,000.00		\$	5,000.00	\$	59,000.00
												75%

NOTE: Sponsorship in 2011 was \$9,900., 2010 - \$7,900., 2009 - \$6,000. and in 2008 - \$7,000. The above reflects summer shows only but plans are underway to seek sponsorship for off-season productions as well.

**IN KIND ONLY SPONSORS FOR SUMMER 2012:** (all "in-kind" sponsors received complimentary ads in the Season program)  
 Holiday Inn, Point Edward  
 Complimentary Accommodations for Dianne Chase, Stephanie Roth & Kraig Waye *Heart & Soul of Broadway*  
 Complimentary Accommodations for Michael Learned & Ralph Waite, *Love Letters*

MacFarlane Chevrolet, Petrolia  
 CTV - London ("A" Channel)  
 Blackburn Radio  
 PAR-TEE Rentals  
 Clouse Photo, Petrolia

Other accommodations as required  
 Cars for Michael Learned & Ralph Waite  
 Advertising equal to air time purchased  
 Air Time beyond what we have purchased (incl. interv/  
 Lobby Décor  
 Discounts on photo shoots

**TOTAL**

Total Value:  
 Total Value:  
 Total Value:  
 Total Value:  
 Total Value:  
 Total Value:

**SPECIAL SUMMER SPONSORSHIP (Advertising in Program)**

(note - ads were provided as a benefit of sponsorship so the sale of ads has not been done as in the past)

Leisure Lane	\$ 750.00
Gail Tanner-Optometrists	\$ 750.00
Eclectic Décor	\$ 500.00
Madhu Baker-Key Realty	\$ 500.00
Actor's Casual Dining	\$ 500.00
Trinidi's Parable	\$ 500.00
Daytripping	\$ 500.00
Bailey's Jewellery	\$ 275.00
Altered Elegance	\$ 275.00
Victorian Country Flowers	\$ 275.00
Creekside Framing	\$ 275.00
Blue Bird Collectibles	\$ 245.00
Rebecca's Place	\$ 245.00
Always in Bloom	\$ 190.00
	<b><u>\$ 5,780.00</u></b>

(Significant growth potential for 2013)

**"Friends of VPP" Campaign**

26 @ \$99, or less	\$ 1,254.50
28 @ \$100 - \$249	\$ 3,145.00
10 @ \$250 - \$499	\$ 2,600.00
5 @ \$500 - \$999	\$ 2,500.00
	<b><u>\$ 9,499.50</u></b>

NOTE: Membe	2011	\$ 8,484.00
	2010	\$ 8,876.00
	2009	\$ 13,519.00
	2008	\$ 8,175.00

**50/50 draws**

Total to VPP (to end of Country Sunshine)	\$ 6,260.00
---	-------------

<b>Cabaret (Pay what you can)</b>	\$ 979.39
Less: Snacks & napkins	\$ (110.94)
	<b><u>\$ 868.45</u></b>

TOTAL TO DATE FROM ALL OF THE ABO \$ **151,907.95** Including Cash & In-Kind donations

# **The Economic Impact of Actual 2012 TREIM Totals in Lambton County in 2012**

**This report was generated by  
the Ontario Ministry of Tourism & Culture's TREIM model**

**November 10, 2012**

**Note: The Ministry of Tourism and Culture does not take any responsibility for inputs that the user has provided, nor for the interpretation of the results.**

## 1. Introduction

This report provides an estimate of the economic impact that Actual 2012 TREIM Totals is expected to have on Ontario's economy, in terms of Gross Domestic Product, employment and taxes generated. The analysis is based on the following information the user has provided to the MTC's Tourism Regional Economic Impact Model:

### Number of Visitors for Activity (or Event) of Type Cultural Performances

Origin	Same Day		Overnight	
	Total Number of Visitors	Percent of Visitors' Origin	Percent of Visitors' Origin	Average Length of Stay (nights)
Ontario	27,750	90.00%	10.00%	2
Rest of Canada	0	0.00%	0.00%	0
USA	1,459	75.00%	25.00%	2
Overseas	0	0.00%	0.00%	0
<b>Total</b>	<b>29,209</b>			

Given that the detailed breakdown of spending by the above visitors on category, such as transportation, accommodation, etc. is not available from the user, the TREIM utilized the average expenditure of visitors in Lambton County with characteristics closest to those provided by the user from Statistics Canada's 2009 Travel Survey of Residents of Canada and the International Travel Survey to generate the detailed spending as followings ( in dollars ):

Travel Services	\$0
Public Transportation	\$142,179
Private Transportation - Rental	\$4,020
Private Transportation - Operation	\$493,507
Local Transportation	\$6,840
Accommodation	\$103,658
Food & Beverage - At Stores	\$144,670
Food & Beverage - At Restaurants/Bars	\$828,753
Recreation & Entertainment	\$1,276,024
Retail - Clothing	\$584,096
Retail - Other	\$51,118
<b>Total</b>	<b>\$3,634,865</b>

The user also has selected the following parameters:

- The visits take place in Lambton County in 2012
- The impact is to be shown for Lambton County and for Rest of Ontario
- Induced impacts of household spending are included
- Induced impacts of business investment are included
- The economic environment is as follows:

<b>Baseline</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Ontario Real GDP (%change)	-0.86%	-3.63%	3.20%	2.88%	3.26%
Ontario CPI (%change)	2.27%	0.37%	2.43%	2.25%	2.13%
Ontario Population (%change)	1.08%	1.02%	1.11%	1.15%	1.19%
Ontario Unemployment Rate	6.53%	9.04%	8.72%	8.32%	7.67%
Government of Canada 3 month T-Bill Rate	2.39%	0.35%	0.60%	1.72%	3.11%

## 2. Summary of Findings

**Table 1. Economic Impacts of Actual 2012 TREIM Totals in Lambton County in 2012 ( in dollars )**

	Lambton County	Rest of Ontario
<b>Total Visitors' Spending</b>	\$ 3,634,865	
<b>Gross Domestic Product (GDP)</b>		
Direct	\$ 1,529,668	\$ 0
Indirect	\$ 430,231	\$ 235,659
Induced	\$ 359,327	\$ 157,515
Total	\$ 2,319,226	\$ 393,174
<b>Labour Income</b>		
Direct	\$ 299,298	\$ 0
Indirect	\$ 290,598	\$ 161,365
Induced	\$ 215,444	\$ 92,681
Total	\$ 351,771	\$ 35,800
<b>Employment (Jobs)</b>		
Direct	31	0
Indirect	6	3
Induced	4	2
Total	40	5
<b>Direct Taxes</b>		
Federal	\$ 371,351	\$ 0
Provincial	\$ 415,607	\$ 0
Municipal	\$ 2,168	\$ 0
Total	\$ 789,126	\$ 0
<b>Total Taxes</b>		
Federal	\$ 634,623	\$ 75,268
Provincial	\$ 547,183	\$ 59,884
Municipal	\$ 6,904	\$ 17,787
Total	\$ 1,188,710	\$ 152,940

**Table 2. Economic Impacts of Actual 2012 TREIM Totals in Lambton County on GDP by industry ( in dollars )**

Industry	Impact on Lambton County		Impact on Rest of Ontario	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$ 0	\$ 6,882	\$ 0	\$ 5,657
Forestry, Fishing and Hunting	\$ 0	\$ 873	\$ 0	\$ 1,149
Mining and Oil and Gas Extraction	\$ 0	\$ 3,887	\$ 0	\$ 940
Utilities	\$ 0	\$ 31,140	\$ 0	\$ 8,004
Construction	\$ 0	\$ 56,068	\$ 0	\$ 10,127
Manufacturing	\$ 0	\$ 52,027	\$ 0	\$ 76,826
Wholesale Trade	\$ 0	\$ 62,125	\$ 0	\$ 30,726
Retail Trade	\$ 157,291	\$ 242,628	\$ 0	\$ 25,898
Other Transportation and Warehousing	\$ 81,992	\$ 108,907	\$ 0	\$ 23,992
Ground Passenger Transportation (excl. Rail)	\$ 11,386	\$ 15,955	\$ 0	\$ 2,059
Information and Cultural Industries	\$ 23,495	\$ 62,656	\$ 0	\$ 21,431
Other Finance, Insurance, Real Estate and Renting and Leasing	\$ 0	\$ 128,061	\$ 0	\$ 52,885
Car Renting and Leasing	\$ 2,216	\$ 4,617	\$ 0	\$ 1,775
Owner Occupied Housing	\$ 0	\$ 68,064	\$ 0	\$ 9,112
Professional, Scientific and Technical Services	\$ 0	\$ 54,965	\$ 0	\$ 27,643
Other Administrative and Other Support Services	\$ 0	\$ 31,288	\$ 0	\$ 13,292
Travel Agencies	\$ 0	\$ 0	\$ 0	\$ 0
Education Services	\$ 0	\$ 4,199	\$ 0	\$ 645
Health Care and Social Assistance	\$ 0	\$ 18,192	\$ 0	\$ 6,139
Arts, Entertainment and Recreation	\$ 468,481	\$ 479,309	\$ 0	\$ 6,208
Accommodation Services	\$ 145,341	\$ 148,288	\$ 0	\$ 9,681
Food & Beverage Services	\$ 241,737	\$ 254,191	\$ 0	\$ 18,082
Other Services (Except Public Administration)	\$ 542	\$ 24,911	\$ 0	\$ 8,608
Operating, Office, Cafeteria, and Laboratory Supplies	\$ 0	\$ 0	\$ 0	\$ 0
Travel & Entertainment, Advertising & Promotion	\$ 0	\$ 0	\$ 0	\$ 0
Transportation Margins	\$ 0	\$ 0	\$ 0	\$ 0
Non-Profit Institutions Serving Households	\$ 36,051	\$ 54,005	\$ 0	\$ 3,749
Government Sector	\$ 42,818	\$ 64,637	\$ 0	\$ 7,970
Net Indirect Taxes on Production	\$ 0	\$ 3,440	\$ 0	\$ 17,152
<b>Total</b>	<b>\$ 1,529,668</b>	<b>\$ 2,319,226</b>	<b>\$ 0</b>	<b>\$ 393,174</b>

## **Appendix:**

**The Economic Impact of Visits in Lambton County and other Ontario regions:** since no Ontario region is economically self-sustaining, in order to produce the goods and services demanded by its visitors, it will need to import some goods and services from other regions. As such, some of the economic benefits of the visitors' spending in Lambton County will spill over to other Ontario regions, such as the one you have selected as "additional". If the second column of Table 1 contains only zeros, then that means that Lambton County does not trade with that region.

**Gross Domestic Product (GDP):** value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. This GDP is measured at market prices. Tourism GDP refers to the GDP generated in those businesses that directly produce or provide goods and services for travelers.

**Direct impact:** refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.

**Indirect impact:** refers to the impact resulting from the expansion of demand from businesses or sectors directly produce or provide goods and services to travelers, to other businesses or sectors.

**Induced impact:** refers to the impact associated with the re-spending of labour income and /or profits earned in the industries that serve travelers directly and indirectly.

**Employment:** refers to number of jobs, include full-time, part-time, seasonal employment, as well as both employed and self-employed.

**Federal tax revenues:** include personal income tax, corporate income tax, commodity tax (GST/HST, gas tax, excise tax, excise duty, air tax and trading profits) and payroll deduction that collected by the federal government.

**Provincial tax revenues:** include personal income tax, corporate income tax, commodity tax (PST/HST, gas tax, liquor gallonage tax, amusement tax and trading profits) and employer health tax that collected by Ontario provincial government.

**Municipal tax revenues:** include business and personal property taxes that collected by the municipalities. Collection, however, does not follow immediately the consumption or production of goods and services in a municipality by visitors (as is the case with HST or personal income taxes). Rather, these taxes show the percent of the total property taxes collected by a municipality that can be attributed to tourism because of tourism's contribution to the economic activity of the municipality and hence its tax base.

**Industry:** The industry follows Statistics Canada's 2007 North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.

### Instructions

**Celebrate Ontario applicants are required to submit two (2) references as part of their application submission by the deadline date. Applicants must have each reference complete and sign a separate Celebrate Ontario 2013 Community Reference Form.**

**Please note: elected officials are not eligible referees.**

**Please provide two (2) references from one or more of the following types of eligible tourism organizations in your community:**

- Destination Marketing Organization
- Regional Tourism Organization
- Tourism Business (e.g.: accommodation, food service, attraction, etc.)
- Chamber of Commerce, Business Improvement Association.

**The two (2) tourism references completing this form should be:**

- familiar with your organization/tourism festival or event
- familiar with your proposed application
- Familiar with the benefits to your community from your tourism festival or event.

### Reference Contact Information *(please print)*

Last Name of Referee Wood			First Name of Referee Marlene		
Position / Title General Manager					
Telephone No. 519 336 - 3232		Fax No. 519 336 - 3278		Email Address mwood@tourismsarnialambton.com	
Tourism Organization/Business Name Tourism Sarnia-Lambton Inc. (Destination Marketing Organization - DMO)					
Address of Tourism Organization/Business Name					
Unit No.	Street No. 556	Street Name Christina Street North			PO Box
City/Town Sarnia			Province ON		Postal Code N7T 5W6

**Please describe how the applicant's tourism festival or event involves your community, benefits your community, and promotes tourism visitation and tourism spending in your community.**

**Please consider:**

- Community partnerships and clear community support for the tourism festival or event and the initiative for which funding is being requested;
- The ability of the applicant to attract contributions from other sources including cash, in-kind contributions and volunteer hours;
- Involvement of volunteers, businesses and other partners in the proposed project or new festival or event;

**How is your organization involved, if at all, with the tourism festival or event?**

**What does/will this festival or event mean to you as a tourism organization/business?**

The Victoria Playhouse Petrolia (VPP) is a vital contributor and valued tourism partner with Tourism Sarnia-Lambton. It acts as a prime driver for tourism in both individual and group visits to our region creating positive economic benefits and tourism traffic for other area attractions and businesses. The VPP has the potential to generate a net additional tourism impact of between 25,000 to 35,000 visitors per summer season. In 2012, their summer season delivered 29,210 visitors to the region. This level of attendance represents 84% sold houses which is among the highest 5% of all theatre venues in Ontario (as per 2012 ASTOR reports – Association of Summer Theatres). Historically, the duration of the VPP's Summer Festival begins in mid May and runs to mid September. We are very pleased that based on their recent success, past support from Celebrate Ontario and other private funders, their esteemed reputation and growing patron-base, they now plan to increase their capacity to 40,800. This is an increase of 17% over the 2012 summer season and this proposed growth helps leverage our own strategic mandate to be a Destination Marketing Organization that builds on Cultural Tourism Opportunities and their associated spending.

The proposed project that Celebrate Ontario would help fund would create an extended shoulder season into October 2013. This year's proposed enhancement would bring well-known and loved stage and TV actress Florence Henderson (best remembered as Carol Brady from the TV series "The Brady Bunch") to star in her own show - "All the Lives of Me" - in October. This star power helps attract visitors from further distances while building greater interest in the entire VPP summer season.

I strongly support this application for Celebrate Ontario funding for several reasons:

1. The VPP has gone through a careful rebuilding process over the past 2 years which has positioned it strongly to continue to be a leader in delivering high-quality theatrical experiences for its audiences. In one season (2011 to 2012), they grew their attendance from 23,648 to 29,210 (up 24%) and their group sales increased to 2,541 from 1,361 (up 46%). Much of this success can be attributed to their management and artistic teams' vision, strong work ethic, a keen understanding of their audiences' interests and preferences and the outstanding quality of their productions. They have responded with programming that reflects their audience interests and demographics. And, they continue to focus on developing their understanding of and appreciation for their patrons through: face-to-face patron welcoming at every performance - by both key management staff and the artistic directors, audience surveys, facebook exchanges, post-performance meet-and-greet sessions for patrons to meet cast members and their post pay-what-you-can cabaret evenings.
2. The VPP Summer Festival duration is already among the longest of any event in our tourism region and this proposed improvement would only build on that and further increase tourism.
3. The proposed season extension with Florence Henderson's show is very welcomed by us at Sarnia-Lambton Tourism because it would form a strong foundation for a "Fall Colours Experiences Tourism Theme" in our region.
4. The Artistic Team of David Hogan and David Rogers have been recently contracted to continue in their roles for three additional seasons and they have also successfully recruited Musical Director - Mark Payne - to join them for that same period. All three have garnered public support, critical acclaim and a growing fan base over the past four years as producers of theatrical offerings in Sarnia and Lambton County.
5. Richard Poore - Director of Performing Arts - is now in his third season in his capacity and Wendy Corenlis is in her second year as Manager of Marketing, Fundraising and Special Events. Clearly, the management team has demonstrated that it has the skills, talents and experience to expand on its already strong audience base and to drive additional tourism. They focus on developing strong alliances and allegiance with individual donors, their corporate sponsors, other tourism partners including hotels, restaurants and other area attractions.
6. The VPP is supported by approximately 200 volunteers who donate their time and talents in areas ranging from ushering, patron welcoming, set decoration and promotion.
7. They continue to attract "star calibre artists" to the area and deliver artistic professionalism at a quality level never seen previously in this region.
8. The VPP reaches out to other key tourism allies under the working guidance of Janet Jones, their Regional Ontario Tourism Advisor, to improve partnerships and enhance tourism packaging strategies. In 2013, we at Tourism Sarnia-Lambton will be working collaboratively with them to update our joint packaged offerings in our region and to introduce new fall tourism offerings to accompany their proposed fall shoulder season. Other key tourism businesses like Sarnia's Holiday Inn and the Best Western Guildwood Inn have been tourism partners and sponsors to them as well as the two area OLG Casinos.
9. The local business community and individuals alike have increased their financial sponsorships and donations to the VPP under the direction of the new artistic and management team. They have grown their sponsorship base dramatically from \$ 19,000 in 2011 to approximately \$ 227,000 in 2012 (a 12 times increase), and most of last year's sponsors are wanting to recommit again in 2013 along with new prospects who have already self-identified.
10. Two of their last season's productions - "Godspell" and "The Sinatra Seven" - have been signed by Drayton Entertainment for their 2013 Season in the Kitchener area, and "Godspell" will go on a U.S. Tour following its run at Drayton. This substantiates the high quality, accompanying tourism appeal and marketability of the VPP's productions and also generates additional tourism benefits in other Ontario communities from the work initiated in our own community.
11. Research from data provided to us from the Ministry and from our own sources, shows that this tourism market segment (those travelling to attend cultural and theatrical events) spends more and seems to stay overnight more often than many other tourism segments.

I trust that these reasons combine to build a solid case for my endorsement of the VPP's application for Tier 2 funding for 2013. The investment made by the Ministry of Tourism, Culture and Sport in their success produces

the kinds of tourism dividends that are tangible and economically sound while creating memorable tourism experiences that further enhance Ontario's profile as a culturally rich tourism destination in the future. On behalf of Tourism Sarnia-Lambton, I am therefore very pleased to act as a reference for the VPP, and fully support Celebrate Ontario's funding to them.

Name of Referee (please print)

Marlene Wood



I hereby certify that the information provided in this reference is true, correct and complete.

Date (yyyy/mm/dd)

2012/11/06

## Instructions

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Please note: elected officials are not eligible referees.

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- Tourism Business (e.g.: accommodation, food service, attraction, etc.)
- Chamber of Commerce, Business Improvement Association.

**The two (2) tourism references completing this form should be:**

- familiar with your organization/tourism festival or event
- familiar with your proposed application
- Familiar with the benefits to your community from your tourism festival or event.

## Reference Contact Information *(please print)*

Last Name of Referee McDonald			First Name of Referee Garry		
Position / Title President					
Telephone No. 519 336 - 2400		Fax No. 519 336 - 2085		Email Address gmcdonald@sarnialambtonchamber.com	
Tourism Organization/Business Name Sarnia Lambton Chamber of Commerce					
Address of Tourism Organization/Business Name					
Unit No.	Street No. 556	Street Name Christina Street North			PO Box
City/Town Sarnia			Province ON		Postal Code N7T 5W6

**Please describe how the applicant's tourism festival or event involves your community, benefits your community, and promotes tourism visitation and tourism spending in your community.**

**Please consider:**

- Community partnerships and clear community support for the tourism festival or event and the initiative for which funding is being requested;
- The ability of the applicant to attract contributions from other sources including cash, in-kind contributions and volunteer hours;
- Involvement of volunteers, businesses and other partners in the proposed project or new festival or event;

How is your organization involved, if at all, with the tourism festival or event?

What does/will this festival or event mean to you as a tourism organization/business?

The Sarnia Lambton Chamber of Commerce is 1,030 businesses strong and is located in Sarnia Lambton. Our members employ over 19,500 people in the region. On their behalf, I am writing to indicate that the Chamber of Commerce fully supports the Victoria Playhouse Petrolia's (VPP) tourism project to further enhance their programming and audience appeal by adding well-known celebrity talent.

The VPP helps our chamber because it brings with it quality artistic, cultural and theatrical offerings which are important ingredients in attracting and retaining employment and economic development opportunities. They enrich the quality of life of employers, business owners, and employees. More and more, businesses considering which communities to invest in are interested in a healthy arts presence; and qualified employees are similarly attracted to communities that have rich cultural offerings. Given that one of the mission's of the Sarnia Lambton Chamber of Commerce is to advocate and foster a business climate that is vibrant, healthy and with the potential to attract additional employment economic development, the VPP helps us deliver on this objective with its outstanding entertainment offerings.

At the same time, the VPP attracts between 25,000 and 35,000 visitors to our region during their summer season whose spending supports the financial success of our own businesses and chamber members. The economic impact is valued and significant with visitors shopping in our members' stores, eating in their restaurants, staying at their hotels and visiting other area attractions. And, some of these visitors are introduced to our community for the first time through these visits which make them consider the region as a location that is worth investigating for their own futures - as employers, investors, employees and/or retirees.

Many of our chamber's members are strong financial supporters of the artistic works presented at the VPP. Their financial sponsorships speak to their affiliation and their desire for them to succeed. In 2012, over \$ 152,000 was donated to the theatre from the private sector and individuals in the community and increase of \$133,500 from the prior year. Our chamber members thanked their customers and rewarded their employees at the VPP's highly enjoyable shows and in return built stronger business and personal relationships with both groups. This increase was accomplished by the addition of a strong new management and marketing team at the VPP as well as the contracting of their new artistic directors.

I am particularly impressed with the successes that this management team and the artistic team has demonstrated in the last 12 months. During the summer season of 2012, they increased their attendance by 5,500 patrons from 2011 and sold 84% of their available capacity - a figure that is among the highest of all Ontario theatres. And, in 2013, they are planning for even greater results.

With the assistance of funding from Celebrate Ontario, they will add a well-known celebrity - Florence Henderson of the TV series "The Brady Bunch" - to their line-up of shows to create an extended fall shoulder season. This will expand their total audience capacity while enhancing the profile and interest in the balance of their season, and visitation will further increase which will create net additional tourism benefit for our community and Ontario alike.

I enthusiastically endorse this application for Celebrate Ontario funding, and I would be pleased to provide any additional information in support of the Victoria Playhouse Petrolia's application.

Name of Referee (please print)

Garry McDonald



I hereby certify that the information provided in this reference is true, correct and complete.

Date (yyyy/mm/dd)  
2012-11-06

## VPP Marketing – Digital Media Programs being reviewed & implemented

Facebook – Town of Petrolia Page, Farmer's Market Page, OHDCC Page – all navigating away from the "group" layout to allow for streamlined appearances, and more professional page layout. "A positive, engaging page with information for all residents, and visitors."

4Square – VPP and OHDCC, it is an online service that will prompt people when visiting your area to "Check in" and it will allow them to rate the establishment, and if you have a special offer it allows them to access the offer locally, and through a secure connection. Offers may include reduced ticket price, 2 for 1 deals, or just simply a free cup of coffee for checking in. VPP page is currently operating with plans to launch OHDCC by Nov 30.

Tripadvisor – VPP is listed and has its first 5\* review. Plans to expand our presence on TA, and generate counter cards for participating businesses to remind people to rate them, and check in. A tourism asset.

NAVTEQ – To correct and update all things Town of Petrolia related. From maps of the town, to duplications in streets, names, corrections in spelling, and updated subdivisions and alternative routing this is a very important piece for tourists. Also an important piece for any businesses in the area as GPS routing will allow/work with business listings to drive customers to their doors, and effectively drive the TripAdvisor piece.

Wordpress – To explore the opportunities for WordPress for assisting with public contact and information sharing regarding new residents, existing residents, and services – with a goal of developing yet another "landing page" for bloggers to find Petrolia and populate various blogging sites with photos, opinions, stories, and historical reference points.

QR Code Development – Smartphones use these funny looking boxes to scan and learn about places. Whether the information is purely informative, or if it is selling a product, service, or whether it is a TripAdvisor, or tourist related tag to drive visitors to the website these are the way that poster media is moving. Inclusion of all of these items on a set of QR codes will not only speak for Petrolia when our businesses and town establishments are closed, it will also direct people to current events. Free to generate and update, inexpensive to print/produce.

Yelp – An online check in service associated with tourism. Similar in some ways to foursquare, but complimentary in respect to other smartphone users, simpler interface, and more widely populated with all businesses, and less about attractions. A good product to encourage a dialogue about the OHDCC, arena, Market, and downtown core, and supporting businesses and industry.

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-  Helen Ollerenshaw, Royal Key and 3 other people like **Victoria Playhouse Petrolia's** link: "<http://www.theobserver.ca/2012/11/12/star...>" about a minute ago
-  Keith McKee commented on **Victoria Playhouse Petrolia's** link: "So looking forward to this. We have our tickets..." 13 hours ago
-  Ray Richardson and Kelly Poore like **Victoria Playhouse Petrolia's** status: "We are getting ready for 'Til Be..." 20 hours ago
-  Kelly Poore commented on **Victoria Playhouse Petrolia's** status: "Yesterday's concert was unbelievable....wa..." 20 hours ago

-  Keith McKee Has *Starbright* ever thought about taking...
-  Carol Henry Thanks Carol, I will pass this along en...
-  Jean Downswell Hi All, Wish I was able to make it to see...
-  Brian Smith <http://www.facebook.com/messages/225...>

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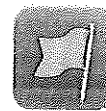
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### Page Tips

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-  Laurissa Ellsworth 20 seconds ago
-  Ray Richardson 20 hours ago
-  Kristin MacFarlane 21 hours ago
-  Daní Conner on Saturday

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## Victoria Playhouse Petrolia

363 likes · 38 talking about this · 449 were here

Theatre · Concert Venue  
411 Greenfield Street, Petrolia, ON,  
519-882-1221 Box Office  
Today 9:00 am - 5:00 pm

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Write something...

 Victoria Playhouse Petrolia shared a link.  
15 hours ago

<http://www.theobserver.ca/2012/11/12/starbright-christmas-coming-to-vpp-in-petrolia>



Starbright Christmas coming to VPP  
in Petrolia | Local | Entertainment  
| Samia Observer  
[www.theobserver.ca](http://www.theobserver.ca)

Starbright Christmas coming to VPP in  
Petrolia by Barbara Simpson, Samia

Like · Comment · Share

6 people like this.

1

### 77 Friends

Connected to Victoria Playhouse Petrolia

76 friends like this.





4 friends were here



Recent Posts by Others on Victoria Playhouse Petrolia

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-  Diane Odell  
.....And a beautiful tribute it was! Thank you so much for I...  
2 · Sunday at 7:23pm
-  Diane Odell  
Anticipation 'Til Be Seeing You' promises to be a wonderful...  
2 · Saturday at 5:59pm

# Victoria Playhouse Petrolia

Keith McKee So looking forward to this. We have our tickets. Take Steve is Stratford's 77th great young singer (and frankly a posting, could a better person be as Victoria Playhouse Petrolia -- Change to Laurissa Ellsworth 1 November 2 at 5:01pm



Write a comment...

135 people saw this post



Victoria Playhouse Petrolia  
Sunday

Thank you vetrans, we will always remember! Thank you soldiers for your continued contributions to our country!

Like • Comment • Share

4 people like this.



Kelly Poore Yesterday's concert was unbelievable...we brought our parents and it brought them right down memory lane! We all absolutely LOVED the performance! Thank you! 20 hours ago • Unlike • 1



Write a comment...

142 people saw this post



Victoria Playhouse Petrolia  
November 9

The stage is coming together for "I'LL BE SEEING YOU" this Sunday at 2pm! What a beautiful tribute it will be! We can't wait to say "Thank You" and "We Remember" this November!!!

Like • Comment • Share

Teenie McKee likes this.



Write a comment...

141 people saw this post



Victoria Playhouse Petrolia  
November 7

We're up bright and early to celebrate our Sponsors with breakfast this morning! We are so humbled by their generosity and community spirit!!! THANK YOU!

Like • Comment • Share

9 people like this.



Write a comment...

182 people saw this post



Debbie Stern

It's been 4 hours! When will we here on line! Anticipation!

3 • October 30 at 9:09pm

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Write a recommendation...

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Crabby Joe's Petrolia  
29 friends also like this.



Conna's Tea Room  
4 friends also like this.



SPECTRUM WIRELESS SARITA  
6 friends also like this.



Santa Lambton Chamber of Commerce  
4 friends also like this.



Petrolia, Ontario (Town of)  
69 friends also like this.



Victoria Playhouse Petrolia  
November 8

We are getting ready for "I'll Be Seeing You" at VPP this Sunday! Don't miss David Rogers, Mark Payne, The Mantini Sisters and more! Some tickets are available! Call us today! 519-882-1221!

Like • Comment • Share

5 people like this.



Write a comment...

160 people saw this post

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Kristina Ashfield, Helenora Treahan and 3 other people like Petrolia, Ontario (Town of)'s status: "Let's we forget. Thank you veterans and..." on Sunday



Haley Pretty likes Petrolia, Ontario (Town of)'s link.



Petrolia Farmers' Market and Richard Poore like Petrolia, Ontario (Town of) on Friday



Bill Clark and Haley Pretty like Petrolia, Ontario (Town of) on Thursday



Dylan Michael Hyatt, Nancy Watson and 5 others like Petrolia, Ontario (Town of) last Thursday

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Dava Welsh on Sunday



Richard Poore on Friday

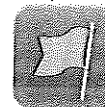


Merlou Gilbert on Friday



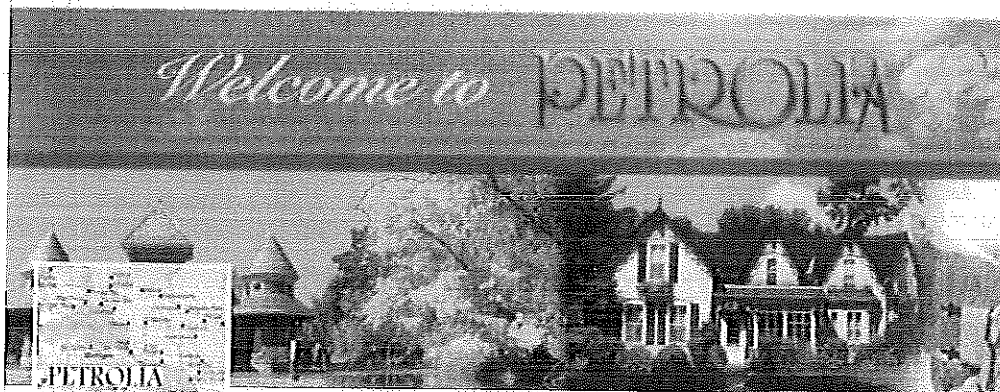
Bill Clark on Thursday

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[http://www.petrolia.on.ca/files/winter\\_maintenance.pdf](http://www.petrolia.on.ca/files/winter_maintenance.pdf)

Promote

Now  
October

Petrolia, Ontario (Town of)

119 likes · 31 talking about this · 1 was here

Liked

Community & Government  
411 Greenfield Street, Petrolia, ON,  
(519) 882-2350  
Today 8:30 am - 4:30 pm

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Event, Milestone +

Write something...



Petrolia, Ontario (Town of) shared a link.  
54 minutes ago

Good morning! Please click the link below to find out more about winter maintenance in the Town of Petrolia. I know we're all dreading the s-s-s-snow, but it's best to be prepared, right?

[http://www.town.petrolia.on.ca/files/winter\\_maintenance.pdf](http://www.town.petrolia.on.ca/files/winter_maintenance.pdf)

[http://www.town.petrolia.on.ca/files/winter\\_maintenance.pdf](http://www.town.petrolia.on.ca/files/winter_maintenance.pdf)  
[www.town.petrolia.on.ca](http://www.town.petrolia.on.ca)

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25 people saw this post

69 Friends

Like Petrolia, Ontario (Town of)



+80

Recent Posts by Others on Petrolia, Ontario (Town of)

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Dana Stephens  
The Community Centre has an awesome deal this November...  
2 · November 2 at 10:41am



Karina Redick  
LOVE this! :D  
1 · October 31 at 2:54pm



Solo Expressions  
welcome to facebook we need to get this town rocking this...  
1 · October 31 at 12:05pm

More Posts

Let's not forget. Thank you veterans and soldiers - please don't forget to observe a minute of silence at 11:11:11 today.

Unlike · Comment · Share

Petrolia, Ontario (Town of) and 5 others like this.

Write a comment...

61 people saw this post

Petrolia, Ontario (Town of) shared TheCountry Craftsman Ambique's photo.  
November 9



Like · Comment · Share

2 people like this.

Write a comment...

59 people saw this post

Sole Expressions  
This could be a great site to pull us all together and help k...  
about a week ago

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Like

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Tilted Shoes  
21 friends also like this.

Crabby Joe's Petrolia  
29 friends also like this.

Serata, Ontario  
22 friends also like this.

Grandis Jewellers Diamond Engagement Wedding Rings  
Watches and Fine Jewelry  
59 friends also like this.

Lilla Ungere - Couture de Femme  
37 friends also like this.

Petrolia, Ontario (Town of)  
November 9

Petrolia Farmers' Market  
Food/Grocery  
Page: 35 like this

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52 people saw this post

Petrolia, Ontario (Town of)  
November 9

Join us at The Centre for our 24 hour SPIN A THON Starting tonight at 7pm!



Starts at 7 pm on November 9th  
and goes till 7 pm on the 10th

Sign up starts  
Monday, September 24th

\$25 registration fee per person

Can be a total of 12 teams

If you don't have a team, don't miss out!  
We'll have one for you.

Like · Comment · Share

57 people saw this post

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-  Bluewater Beef and Sandi Brander Shaw like Petrolia Farmers' Market 38 seconds ago
-  Marjorie Sjaarda and Maxine Zekveld like Petrolia Farmers' Market on Monday
-  Mandi Walker-Pearson likes Petrolia Farmers' Market's status: "We will never forget what our veterans..." on Sunday
-  Dave Menzies, Kathy Davey and 25 others like Petrolia Farmers' Market on Saturday
-  Marg Lennan and Ross Ellsworth like Petrolia Farmers' Market's photo. on Friday

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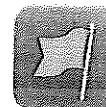
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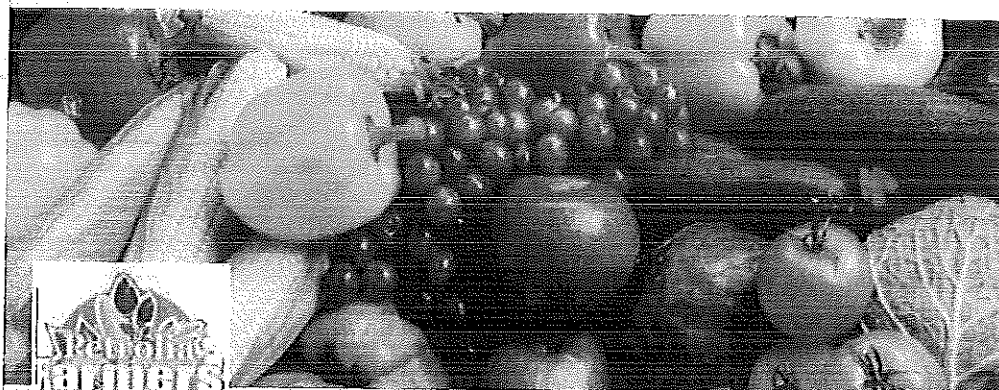
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-  Sandi Brander Shaw 58 seconds ago
-  Connie Rawson Rouse 2 hours ago
-  Marjorie Sjaarda on Monday
-  Maxine Zekveld on Monday



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## Petrolia Farmers' Market

37 likes

Liked

Food/Grocery  
396 Fletcher Street, Petrolia, Ontario N0N 1R0  
(519) 882-2350

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Petrolia Farmers' Market shared a link.  
7 minutes ago

Now THIS is cool!! Have you heard about this?

<http://www.foodland.gov.on.ca/english/Facebook/ten-dollar.html>



Ten Dollar Challenge • Foodland Ontario  
[www.foodland.gov.on.ca](http://www.foodland.gov.on.ca)

Ten Dollar Challenge

Like • Comment • Share

1 person saw this post

### 26 Friends

Like Petrolia Farmers' Market



+17

Likes

See All



99.9FM The Fox - Sarnia's Lite Hits  
26 friends also like this.



Par-Tee Rentals  
4 friends also like this.



Art in the Park, Petrolia  
14 friends also like this.



Rebecca's Place  
20 friends also like this.



Royal Canadian Legion Br 216, Petrolia, ON  
4 friends also like this.


commenting, and firing as re  
Sunday

 Laurissa Elsworth Voice

e posting, commenting, and liking at Petrolia Farmers' Market — Change to Laurissa Ellsworth Activity

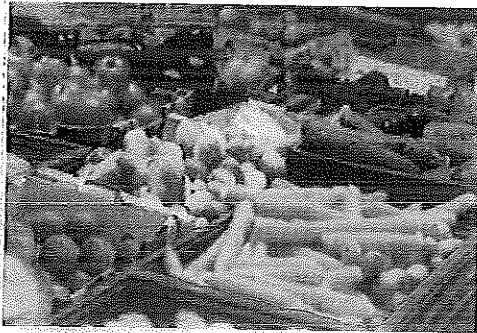
Activity  
Recent

Like · Comment · Share

 Write a comment...


26 people saw this post

Welcome to all things FRESH, and LOCAL! The Petrolia Farmers' Market invites you to "LIKE" our page, and share with your friends so that we can bring great food to YOUR table!



Like · Comment · Share

3 people like this.

 [Write a comment...](#)

15 people saw this post

Petrolia Farmers' Market joined Facebook. [Admin Panel](#)

## Admin Panel

**Create I**

Like · Comment · Share

**Joined Facebook**  
November 9



Hi, Laurissa

Sharing Off

Your Business &amp; Account

Sign out

Victoria Playhouse Petrolia, Petrolia

City, hotel name, etc.

SEARCH

[Home](#) [Petrolia](#) [Hotels](#) [Flights](#) [Restaurants](#) [Things to Do](#) [Best of 2012](#) [Your Friends](#) <sup>29</sup> [More](#) [Your Business](#)

5

Like

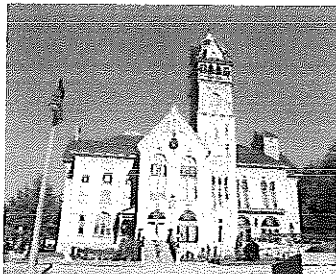
Tweet

[Home](#) > [Canada](#) > [Ontario](#) > [Petrolia](#) > [Things to do in Petrolia](#) > [Victoria Playhouse Petrolia](#)[All 2 Petrolia Attractions »](#)

## Victoria Playhouse Petrolia

 411 Greenfield Street, Petrolia, Ontario N0N 1R0, Canada  
 519-882-1221 [Website](#) [E-mail](#)

Add to trip

 Delete Victoria Playhouse Petrolia from My Saves  
 Go to My Saves


Ranked #1 of 2 attractions in Petrolia

1 Review

**Owner description:** Nestled in the heart of south western Ontario's Lambton County, and framed by Lake Huron and the St. Clair River, Petrolia is known as "The Greatest...more »

[Update attraction details](#)



2 visitor photos

### 1 review from our community

[Write a Review](#)
 keithhollond  
 London, Ontario

Top Contributor

62 reviews

5 attraction reviews

Reviews in 30 cities

32 helpful votes

**"Starbright, starlight, new stars we see tonight"**

Reviewed 18 October 2012

The venerable Victoria Playhouse Petrolia has had quite a history (and nearly did not survive a fire in the late eighties). Yet now with the efforts of David Hogan and David Rogers of Starbright it is bringing the best of regional theatre to this delightful small town. Last season we saw two productions. The incredible Godspell that saw a young...

[More](#)Was this review helpful? ☒ Yes[Problem with this review?](#)

1-1 of 1 review

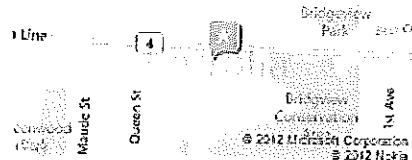
1

### Browse nearby

Things to Do (2)|Restaurants (1)



Maple St

[Interactive map](#)

### Friends' activity nearby

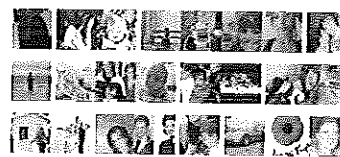
Lola's Lounge

23.5 miles from Victoria...



Shayna Layne reviewed

67 friends have been to Petrolia &amp; nearby towns



« 1 - 24 of 67

[Ontario: Exclusive Rates on Travel](#)

Expedia.ca Hotels, Flights, Cars and Packages Great Rates in Canadian Dollars

[Ontario: Save money, Book now!](#)

Booking.com Excellent choice, Low rates

[Rosie's B&B: Save money, Book now!](#)

Booking.com Excellent choice, Low rates

[Sponsored links](#)

### Also consider these other attractions near Victoria Playhouse Petrolia

#### Beyond Gravity Climbing Gym

4 Reviews

"Fun time had by a first-timer!"

21.9 km from Victoria Playhouse Petrolia

# **SOCIAL MEDIA VPP**

Since Laurissa's start date - Feb. 21 RED UPDATES: As of Nov. 9/12

## **FACEBOOK**

- We started with approximately 15 views per day by individual sources, and now average 750. The average is now up to 1163.
- The number of people that "created a unique story" (a post on a wall or other group) increased from 16 to 29. This number is at 78.
- We are up from 121 fans to 178. We now have 363 fans.
- Our weekly reach via our 178 fans to their Facebook friends is 59,215 people (up 5.54%). Our weekly reach is currently averaging 108,008.
- The number of people ages 18 - 55+ that have seen unique content from our page via Facebook, search engines, Twitter, and You Tube 208,341 - this number is up 63.73%. This number is currently being updated and is unavailable.
- Our reach includes 20 countries, 64 cities, and is read in 12 languages. We are still reaching 20 countries. 63 cities, and 9 languages.
- The post May 18 - "We're so excited to OPEN the 2012 SUMMER FESTIVAL tonight!" reached 39,401 people. Our recent post: Media Release for 2013 reached 41, 497 people virally, and 663 newsfeeds.

## **TWITTER**

- an increase in followers from 363 to 828, now at 948.
- A retweet average of nearly 30% has been reached. (Meaning a follower "retweets" your message to their followers, and that can range for 100 people to up to 5000. Our retweet average is 27.6%.

## **EMAIL BLASTS**

- 2 promotions sent by email, both have translated in to ticket sales (Box Office asks how they hear about the show)
- April Eblast - 35.2% Open Rate, 9.7% Click Rate (industry average Open Rate 15%, Click Rate 10%)
- May Eblast - 24.6% Open Rate, 10.2% Click Rate (Industry Average Open Rate 15%, Click Rate 10%) (H&S BROADWAY)
- June Eblast – 24.4% Open Rate, 19.7% Click Rate (GODSPELL)
- Late June Eblast – 21.0% Open Rate, 8.9% Click Rate (GODSPELL)

- July Eblast – 22.6% Open Rate, 10.5% Click Rate (FOR THE PLEASURE ...)

Late July Eblast – 24.3% Open Rate, 3.1% Click Rate (COUNTRY SUNSHINE) \* note, only logo was “clickable”, email was a poster

August Eblast – 23.9% Open Rate, 7.1% Click Rate (LOVE LETTERS)

Late August Eblast – 28.3% Open Rate, 5.0% Click Rate (STARBRIGHT CHRISTMAS on sale) \*poster

September Eblast – 22.9% Open Rate, 6.2% Click Rate (SINATRA extended)

Late September Eblast – 23.7% Open Rate, 8.7% Click Rate (SINATRA)

October Eblast – 31.0% Open Rate, 21.2% Click Rate (2013 Announcement)

---

## VOLUNTEERISM

- last year we had 54 dedicated volunteers for the 2011 Summer Season

- this year due largely in part to an ad. in the Petrolia Topic, Petrolia Connection, posters, and Social Media we have 97 for the 2012 Summer Festival. (51 returning from 2011, with 46 new!) By the end of the Summer Season we have 118 on the list, all active.

Report prepared by: Laurissa Ellsworth  
Marketing Associate, Front of House & Bar Manager

## **TOWN OF PETROLIA**

**Facebook**(since October 31, 2012)

Likes: 119

Statistics are limited due to the recent addition of the page, however they are as follows:

Friends of Fans that see our posts: 24, 443

People talking about this: 24

Weekly reach: 1114

Highest number of people reached at one time: 1670

### **Twitter**

Number of followers (since October 31, 2012): 17 including:

Blackburn Radio, First Monday, Sarnia This Week, and some Petrolia residents.

## **FARMERS MARKET**

**Facebook**(since November 9, 2012)

Likes: 36

Statistics are limited due to the recent addition of the page, however they are as follows:

Friends of Fans that see our posts: undetermined, page must be up for a week first.

People talking about this: 38

Weekly reach: undetermined, page must be up for a week first.

Highest number of people reached at one time: undetermined, page must be up for a week first.

### **Twitter**

Number of followers (since November 9, 2012): 6 including:

Blackburn Radio, Foodland Ontario.

**Mandi Pearson**

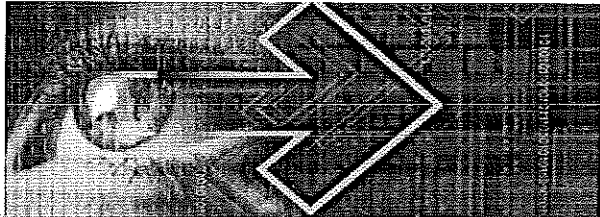
**From:** AMO Communications <Communicate@amo.on.ca>  
**Sent:** Thursday, November 08, 2012 10:01 AM  
**To:** Mandi Pearson  
**Subject:** AMO Watch File - November 8, 2012

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Association of  
Municipalities of Ontario

# Watch File



November 8, 2012

## In This Issue

- Power shutdown notice.
- Reminder – Municipal responsibilities under the *Safe Drinking Water Act*.
- OPA Home Assistance Program enables housing providers to improve energy efficiency.
- New *Building Code Act* Ontario Regulation 332/12.
- One week left to register for Ontario West Municipal Conference.
- Spark Change in your community.
- Stretch every municipal dollar using investments - LAS/MFOA seminar.
- Need help with energy audits or incentives?
- New Social Housing End Dates report (OMKN/HSC).
- Career opportunities with the City of Brockville.

**NOTE:** AMO has been advised that due to maintenance of the electrical system in the building, there will be no hydro service to the building all day November 17 and 18, 2012. AMO staff will be unable to receive emails during this time and while AMO's website will still be up, the ability to login into the site will not be available. This will mean users of Gas Tax and MIDAS will not have access. Login into LAS' website will also be impacted with no access to EPT and EMT, however all other areas of the website will still be available.

## Provincial Matters

On January 1, 2013, section 19 of the *Safe Drinking Water Act* will come into force. Section 19 extends legal responsibility to the people with decision making authority over municipal drinking water systems, including municipal councillors. A [guide](#) that outlines these legal responsibilities has been developed for municipal councils.

The [Ontario Power Authority Home Assistance program](#) includes a detailed in-home energy assessment, professional installation of energy-saving measures and advice on steps that can be taken to save even more energy – all free of charge to the participant.

On November 2, 2012, the new Ontario Building Code [regulation](#) was filed. It will come into force on January 1, 2014.

## AMO/LAS Events

The Ministry of Municipal Affairs and Housing Western Municipal Services Office in London presents the [2012 Ontario West Municipal Conference](#). The conference will tackle topics such as planning basics; managing aggregates; housing and homelessness and highway corridor management to name a few. For more information, visit [www.2012owmco.com](#) or call 1-800-387-3673.

register today!

Energy prices are expected to double in 20 years, consumers are demanding more for less, energy plans are mandatory, so many changes are expected in the Energy sector over the next few years. Some good, some challenging. The 2012 LAS Connections Energy Symposium presents you the tools, techniques, tips and technologies to help plan for your municipal energy needs. Learn more about the event and register today.

LAS and MFOA is offering a half-day Investment Basics Seminar to help municipalities enhance their understanding of available investment options and rules, as well as infrastructure planning and cash flow forecasting considerations. A Fall 2012 sessions is planned for Thunder Bay. Space is limited, so register now.

#### **LAS**

LAS' new Energy Efficiency experts can help you comply with Reg. 397/11 by providing free energy audits, assisting with incentive application, and much, much more.

#### **Ontario Municipal Knowledge Network**

The OMKN and Housing Services Corporation have released a new report assessing impacts of expiring Operating Agreements and practices to address them. The 2012 Ontario Non-Profit Housing Association Conference features a workshop on these practices.

#### **Career Opportunities**

Director of Corporate Services - City of Brockville. The incumbent will act as the City's Chief Financial Officer (Treasurer). Please submit a resume on/before November 21, 2012 to: Human Resources Department, City of Brockville, P.O. Box 5000, 1 King Street West, Brockville, Ontario, K6V 7A5. [hr@brockville.com](mailto:hr@brockville.com); fax: 613-342-9019.

#### **About AMO**

AMO is a non-profit organization representing almost all of Ontario's 444 municipal governments. AMO supports strong and effective municipal government in Ontario and promotes the value of municipal government as a vital and essential component of Ontario's and Canada's political system. Follow [@AMOPolicy](#) on Twitter!

#### **AMO Contacts**

[AMO Watch File Team](#)

[Conferences/Events](#)

[Policy and Funding Programs](#)

[LAS Local Authority Services Limited](#)

[MEPCO Municipal Employer Pension Centre of Ontario](#)

[OMKN Ontario Municipal Knowledge Network](#)

[Media Inquiries](#) Tel: 416.729.5425

[Municipal Wire, Career/Employment and Council Resolution Distributions](#)

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## Mandi Pearson

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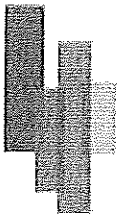
**From:** Kathy Fraser  
**Sent:** Friday, November 09, 2012 9:58 AM  
**To:** Mandi Pearson  
**Subject:** FW: Liveable Cities Forum - November 29-30, 2012  
**Attachments:** Elected Officials Flyer.pdf

---

**From:** Office of the Mayor [<mailto:mayor@hamilton.ca>]  
**Sent:** Friday, November 09, 2012 9:58 AM  
**Subject:** FW: Liveable Cities Forum - November 29-30, 2012



OFFICE OF THE MAYOR  
 BOB BRATINA  
 MAYOR OF HAMILTON



**LIVABLE CITIES FORUM 2012**  
 Creating Adaptive and Resilient Communities - Hamilton

Climate change is one of the most important social, environmental, and economic issues facing the world today. Despite growing efforts to mitigate, some impacts are inevitable and will be felt by communities across the country. In light of this reality, local governments in Canada are faced with a unique and pressing challenge to adapt to a changing climate and to protect the people, property, and resources within our communities. As the level of government closest to residents, municipalities also play a crucial role in educating the community and building support for local action.


ICLEI and the City of Hamilton have joined forces to bring you the **Livable Cities Forum on November 29 – 30, 2012** on the theme of Creating Adaptive and Resilient Communities. The event will provide a forum for municipal practitioners and elected officials to discuss the importance of urban climate change adaptation and will provide a platform to explore adaptation and its vital role at the local level. Panel discussions, plenaries, and interactive workshops will highlight the ways in which adaptation can be mainstreamed into everyday practices and policies, the innovative action being taken by Canadian municipalities, and the benefits and opportunities that come from community engagement and partnerships. Please join us for this exciting and timely event!

For the latest program and registration, please visit: <http://www.icleicanada.org/events/10-livablecities>

There is a special day for local elected officials on Friday November 30th where Mayors and Councillors will be sharing their experiences in dealing with climate change impacts in their communities. See flyer attached.

Please share this message with your fellow Councillors or with anyone else who may be interested in this exciting event.

Thank you,



Bob Bratina  
Mayor, City of Hamilton

\_\_\_\_\_ Information from ESET NOD32 Antivirus, version of virus signature database 7676 (20121109)

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The message was checked by ESET NOD32 Antivirus.

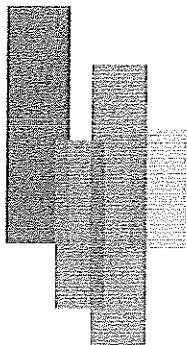
<http://www.eset.com>

\_\_\_\_\_ Information from ESET NOD32 Antivirus, version of virus signature database 7676 (20121109)

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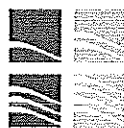
The message was checked by ESET NOD32 Antivirus.

<http://www.eset.com>



# Elected Officials Connect at the Livable Cities Forum

Presented By:



CENTRE  
FOR  
CIVIC  
GOVERNANCE



Hamilton

Moderated by:

Megan Meaney, Director, ICLEI Canada and Charley Beresford, Executive Director, Columbia Institute

Friday November 30, 10:30 am - 12:30 pm

## Dispatches from City Hall

Many of the most severe and costly impacts of climate change can be associated with increases in the frequency and magnitude of extreme events, such as flooding, ice and wind storms, heat waves, and droughts. Elected officials from Canadian communities touched by extreme weather events will share their front line experiences of how they dealt with the aftermath, rallied their communities and thrived through the experience. Presentations will be followed by a facilitated discussion.

### Speakers:

Mayor Delbert Shewfelt, Goderich, Ontario

Councillor Rebecca Johnson, Thunder Bay, Ontario

Councillor Terry Whitehead, Hamilton, Ontario

Friday November 30, 3:00 pm - 5:00 pm

## Stories of Preparedness & Prevention

Elected officials from communities that have been preparing for climate change share how they have incorporated risk preparation into their mainstream planning efforts. The lessons they have learned along the way will be discussed as a group.

### Speakers:

Mayor Steve Parish, Town of Ajax, Ontario

Mayor Lois Jackson, Municipal Corporation of Delta, British Columbia

# Part 1

# Part 2



Register now & see the full Livable Cities Program at [www.iclei.org/canada/livablecities](http://www.iclei.org/canada/livablecities)

Join us for the official launch of ICLEI's newest publication:

*Leadership and Legacy: Handbook for Local Elected Officials on Climate Change*

(3c)



COUNTY OF  
LAMBTON

## LONG-TERM CARE DIVISION

### Lambton Meadowview Villa

3958 Petrolia Line, RR 4

Petrolia, ON N0N 1R0

Telephone: 519-882-1470

Fax: 519-882-1633

[www.lambtononline.ca](http://www.lambtononline.ca)

## **NEWS RELEASE**

Wednesday, November 14, 2012

For Immediate Release

### **Christmas in the Villa Craft & Gift Sale**

**Petrolia, ON** – Lambton Meadowview Villa's popular craft and gift sale is back for another Christmas shopping season. *Christmas in the Villa* will be held at the County of Lambton Long-Term Care home Saturday, December 1 from 10 a.m. to 2 p.m. Proceeds support the Residents' Council.

Past editions of the event have featured the sale of jewelry, quilting, art work and baked goods. Admission is free. Lunch is available for purchase from the Ladies Auxiliary.

*For more information about Lambton County, visit [www.lambtononline.ca](http://www.lambtononline.ca).*

-30-

#### **Contact:**

#### **Carolyn Greening**

Life Enrichment Supervisor

County of Lambton

Telephone: 519-882-1470 ext. 5028

email: [carolyn.greening@county-lambton.on.ca](mailto:carolyn.greening@county-lambton.on.ca)

## **ANNUAL WRITING CONTEST NOW OPEN**

### **to all Lambton County**

The Alzheimer Society of Sarnia-Lambton's *Forget Me Not Writing Contest* takes place during the winter months and finalizes at the end of January, which is Alzheimer Awareness Month. The objective of the contest is to increase awareness of Alzheimer's disease and related dementia as well as raise funds for the Chapter. Stories or poems must begin with the words "Remember when" and are intended to be a celebration of the gift of memory.

It is estimated that 2,516 people in Sarnia-Lambton have Alzheimer's disease or a related dementia. For every person with the disease, 10-12 family, friends, co-workers and neighbours are affected, that's almost 30,000 people in our community! It's also hard to believe but a recent online survey of baby boomers across Canada revealed that 23 per cent of boomers can't name any of the early signs of Alzheimer's disease, even though their risk doubles every five years after age 65.

The Alzheimer Society offers education, counseling, individual & group support, in-home caregiver respite, and a resource library.

The annual 'Forget-me-Not' writing contest has two age groups and four categories: Short story (18 and over); Short story (17 and under); Poetry (18 and over); Poetry (17 and under). Full contest rules available at the Alzheimer Society Office (420 East St North, Sarnia) or on their website [www.alzheimer.sarnia.com](http://www.alzheimer.sarnia.com)

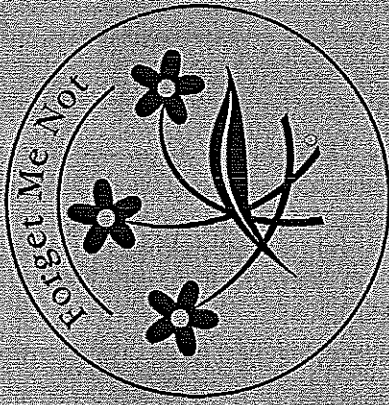
Entries are given to the 5 judges, *without names or identifying marks*, and are assessed for their:

- Emotional appeal – Susan Chamberlain
- Originality – Susie Beynon
- Language and form – Margaret Bird
- Public Education & Awareness – Chris Courtis
- Uniqueness of character – Tony d'Arne

Each judge submits their score out of a possible 10 points – then all 5 judges marks are added together. Person with the most points, in each category, will be determined the winner.

After the deadline of January 31<sup>st</sup>, 2013, the Alzheimer Society will chart all judges' scores.

All judges will meet on February 27<sup>th</sup>, 2013 to determine the winners in all categories, and winners will be made public following the judges' decision. Presentations will be made in early March – date TBA.



# Writing Contest

short story or poem  
begin with the words:

# "REMEMBER WHEN"

memories laughter awareness tears caring

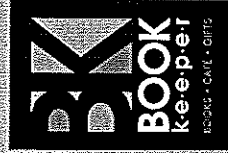
All ages welcome

cash prizes

\$20 entry fee for 18 and older

Full contest rules at [www.alzheimer.sarnia.com](http://www.alzheimer.sarnia.com)  
or phone Alzheimer Society 519-332-4444

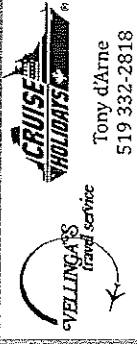
SARNIA - LAMBTON



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**Goodwill**  
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**MARGARET BIRD**  
Poet, Author, Photographer  
(519)-869-8687  
[margaret@margaretbird.ca](mailto:margaret@margaretbird.ca)

**This Week**

## Mandi Pearson

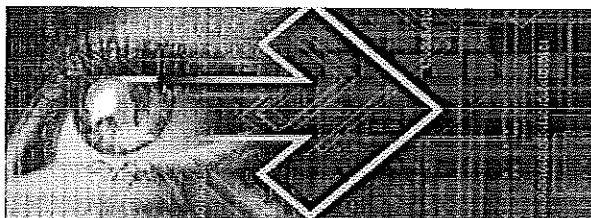
**From:** AMO Communications <Communicate@amo.on.ca>  
**Sent:** Thursday, November 15, 2012 10:00 AM  
**To:** Mandi Pearson  
**Subject:** AMO Watch File - November 15, 2012

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Association of  
Municipalities of Ontario

# Watch File



November 15, 2012

### In This Issue

- Power shutdown notice.
- Archaeological reports review streamlined.
- 229 days left to submit your energy plan.
- Appointments to OMERS' Boards.
- The growth of municipal social media.
- Career opportunity with the County of Simcoe.

**NOTE:** AMO has been advised that due to maintenance of the electrical system in the building, there will be no hydro service all day November 17 and 18, 2012. AMO staff will not be able to receive emails during this time and while AMO's website will still be up, the ability to login will not be available. This will mean users of Gas Tax and MIDAS will not have access. Login into LAS' website will also be impacted with no access to EPT and EMT, however all other areas of the website will still be available.

### Provincial Matters

The Streamlined Approach to Archaeological Report Review will involve a review of only those reports that reflect a greater potential risk for negative impacts to archaeological resources resulting from land development activities.

### AMO/LAS Events

July 1, 2013 is only 229 days away - in the next eight months your municipality has to prepare an energy plan. Do you have the tools and resources you need to meet this deadline? Find out about the LAS tools, technologies and resources as well as other industry tips that can help you meet this requirement of the *Green Energy Act* at the 2012 Connections Energy Symposium. SPARK CHANGE - December 6th at the Sheraton Toronto Airport. Register today - the Symposium is 80% sold out!

### The Municipal Employers Pension Centre of Ontario (MEPCO)

MEPCO has reappointed Bruce Stewart and Fred Biro to the OMERS Sponsors Corporation and Administration Corporation respectively. Also, Michael Fenn, a former Vice Chair and Director of the previous OMERS Board in the 1990s is confirmed as representative to the Administration Corporation.

### Ontario Municipal Knowledge Network

View the Fall 2012 update of Redbrick Communications' Municipal Social Media Survey for a snapshot of social media use and emerging trends across all 444 municipalities in Ontario. Learn more about these developments and about a new and interesting social media strategy adopted recently by the Town of East Gwillimbury.

### **Career Opportunities**

General Manager Engineering - Count of Simcoe. Reporting to the CAO, the General Manager is responsible for projects, systems and operations related to Roads & Engineering, Solid Waste Management, Planning, Tourism, Economic Development, and Forestry Management. Closing Date: November 30, 2012.

### **About AMO**

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[Policy and Funding Programs](#)

[LAS Local Authority Services Limited](#)

[MEPCO Municipal Employer Pension Centre of Ontario](#)

[OMKN Ontario Municipal Knowledge Network](#)

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**Mandi Pearson**

---

**From:** Mandi Pearson  
**Sent:** Thursday, November 15, 2012 10:47 AM  
**To:** Mandi Pearson  
**Subject:** FW: Smoke-Free Open Spaces By-Law

**From:** Helen Cole (Lambton County Unit)  
**Sent:** Tuesday, October 30, 2012 9:34 AM  
**To:** Kathy Fraser  
**Subject:** Re: Smoke-Free Open Spaces By-Law

October 29, 2012

**Re: Smoke-Free Open Spaces By-Law**

Mayor and Council, Town of Petrolia

On behalf of the Canadian Cancer Society, I would like to express my support for Lambton County's proposed Smoke-Free Open Spaces By-Law.

Tobacco use continues to be the leading preventable cause of death and disease in Ontario. It is responsible for 30 per cent of all cancer deaths and 85 per cent of lung cancer deaths. In Ontario that is approximately 13,000 deaths each year.

Even outdoors second hand smoke is dangerous. It contains over 4,000 chemicals 50 of them known cancer-causing substances. Second-hand smoke within half a metre of a single cigarette can be as concentrated as indoor smoke levels depending on air conditions.

By passing this by-law Lambton County and Town of Petrolia will join over 60 other Ontario municipalities, including Woodstock, Hamilton and Ottawa, who have passed protection for our citizens from the dangers of second-hand smoke.

Removing smoking from outdoor public spaces ensures that young people are not exposed to second-hand smoke while they play and participate in sports, reduces opportunities for young people to see smoking behaviour as normal and increases the motivation of smokers to quit or cutback.

Thank you again considering the creation of an outdoor smoke-free by-law for Lambton County.

Sincerely,



**Helen Cole**  
 Manager  
**Canadian Cancer Society, Lambton County**

**Tel** 519-332-0042 **Fax** 519-332-0042  
 714 Lite Street  
 Point Edward, Ontario N7V 1A6

**Mammograms save lives!** Women aged 50 to 69 should get a mammogram every 2 years to catch cancer early when it is more treatable. Pass on this life-saving message and learn more at [www.thingamaboob.ca](http://www.thingamaboob.ca) or call 1 888 939-3333.

## Mandi Pearson

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**From:** Mandi Pearson  
**Sent:** Thursday, November 15, 2012 10:52 AM  
**To:** Mandi Pearson  
**Subject:** FW: Media release - Sarnia-Lambton launches community-wide branding initiative

Good morning,

For your information: the news release below (from the Sarnia-Lambton Economic Partnership) is being circulated today. Have a nice day,

Jay vanKlinken  
 Communications & Marketing Coordinator  
 County of Lambton  
 519-845-0801 ext. 5214  
[jay.vanklinken@county-lambton.on.ca](mailto:jay.vanklinken@county-lambton.on.ca)  
[www.lambtononline.ca](http://www.lambtononline.ca)




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**From:** Edith Wilmot-Quigg  
**Sent:** November-14-12 9:50 AM  
**To:** Jay vanKlinken  
**Subject:** Media release - Sarnia-Lambton launches community-wide branding initiative

Sarnia-Lambton, Ontario Launches Community-Wide Branding Initiative  
 2012-11-14  
 For Immediate Release

November 14, 2012, Sarnia-Lambton, Ontario - Sarnia-Lambton, Ontario, has launched an intensive branding program aimed to discover, define, and design the area's competitive differentiator so it can stand out in the marketplace. The ultimate goal of this community-wide initiative is to attract more residents, businesses, and visitors to the region.

Sarnia-Lambton Economic Partnership Chair Mayor Mike Bradley said, "The branding process of the branding exercise and research from it will be an effective way for gaining a strong understanding of community perceptions and attributes and for establishing a more unified effort for promoting the County."

The brand exercise is being managed through the Sarnia-Lambton Economic Partnership with a coalition of partners and supporters that includes: County of Lambton, Sarnia-Lambton Chamber of Commerce, Lambton College, Tourism Sarnia-Lambton, Grand Bend and Area Chamber of Commerce, Community Round Table, Blue Water Bridge Authority, Sarnia-Lambton Workforce Development Board, Local Immigration Partnership, Sarnia-Lambton Real Estate Board, Western Research Park, and the Sarnia-Lambton Business Development Corporation.

To bring outside expertise and objectivity to the project, Sarnia-Lambton has partnered with Nashville-based North Star Destination Strategies and Toronto-based Yfactor. North Star has helped develop brands for more than 150 cities, regions, communities, and municipalities; and Yfactor has created and implemented extensive community branding and marketing programs in both Canada and the US.

"Over the next several months, using our Community BrandPrint process, we'll be digging out Sarnia-Lambton's competitive identity that is derived from the history, the culture, the geography, and the society of a place," said Don McEachern, CEO of North Star. "Branding Sarnia-Lambton will give community members the tools to effectively manage the conversation that is taking place in order to build a reputation that is fair, honest, and powerful."

The integrated process includes research, strategy, and creative development. The first stage is research and comprises about 80% of the work. "Here we determine the state of your existing brand," said McEachern. More than 15 pieces of qualitative and quantitative research will paint a thorough picture of where Sarnia-Lambton is today. This research includes an assessment of the environment; perceptions of visitors, residents and stakeholders; and a review of current communications and the competition.

Using that research, North Star will develop a brand strategy that is relevant to Sarnia-Lambton's current situation but also differentiates the region to consumers and businesses. "The research will not only tell our existing story, it will yield insights that point us in the direction of our desired future story," said Lambton County Warden, Steve Arnold

The final stage of the project will involve the collaboration with creative design firm Yfactor to develop the logo and tagline that will form the foundation of the brand identity for Sarnia-Lambton. "We will work through an extensive creative process to develop a new logo and tagline based on the research and strategies identified by North Star that will be used by all community partners. The result will be a logo and tagline that is truly representative of Sarnia-Lambton's past, present, and future; of the people, the environment, and those attributes that differentiate Sarnia-Lambton from anywhere else," says Yfactor CEO, Anya Codack. "But a brand is so much more than that. Your community needs to wear this new brand like a second skin. We will provide you with the creative tools and ideas to make that happen." This includes ideas for communications, signage, special events, community outreach, online initiatives, merchandising, and more.

Economic Partnership General Manager, George Mallay, said, "The branding process will commence in the next month and is expected to be completed by June 2013."

If you are interested in learning more about Sarnia-Lambton, go to <http://www.sarnialambton.on.ca>. To learn more about North Star Destination Strategies, go to [www.northstarideas.com](http://www.northstarideas.com). For information on Yfactor go to [www.yfactor.com](http://www.yfactor.com).


###

For further information contact:

George Mallay, General Manager  
Sarnia-Lambton Economic Partnership  
[mallay@sarnialambton.on.ca](mailto:mallay@sarnialambton.on.ca)  
519-332-1820, extension 232

Don McEachern, CEO  
North Star Destination Strategies  
[don@northstarideas.com](mailto:don@northstarideas.com)  
615-232-2103, extension 26

Anya Codack, CEO  
Yfactor Inc.  
[acodack@yfactor.com](mailto:acodack@yfactor.com)  
416-977-9724, extension 509

 please don't print this e-mail unless you really need to.

PETROLIA BUILDING PERMITS GRANTED OCCUPANCY AND/OR FINAL INSPECTION DURING THE MONTH OF OCTOBER, 2012

FOLDERRSN	ROLL NUM	MUN ADDRESS	ISSUE DT	OCCUPANCY DT	FINAL DT	REPORT MONTH	YEAR	GFA	SQFT	PERMIT VALUE	SUBDESC	STATCANBLDGDDESC	WORKDESC
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	01900002008319	346 GABLES AVE	20120531		20121005		201205		1500	175,000	RESIDENTIAL	110 SINGLE HOUSE, SIN	NEW CONSTRUCTION
	01900007005400	144 TANK ST	20120730		20121001		201207			0	RESIDENTIAL		DEMOLITION

**Mandi Pearson**

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**From:** Mandi Pearson  
**Sent:** Thursday, November 15, 2012 10:59 AM  
**To:** Mandi Pearson  
**Subject:** FW: WCWC Standard of Care training - upcoming public offerings

**From:** Corinne Louther  
**Sent:** Wednesday, November 14, 2012 3:12 PM  
**To:** Info at WCWC  
**Subject:** WCWC Standard of Care training - upcoming public offerings

Good afternoon,  
 The **Walkerton Clean Water Centre** is offering two public sessions of the following course developed by the Ontario Ministry of the Environment and the Walkerton Clean Water Centre with significant guidance and input from an Advisory Group of municipal councillors and mayors:

**STANDARD OF CARE – SAFE DRINKING WATER ACT (0.3 CEUs)**

**December 4 in Hamilton**

**December 12 in London**

Duration: 3 hours (1 to 4 p.m.)  
 Fee: \$150 + HST  
 Location details and to register: <https://www.wcwc.ca/en/training/scheduled-courses/>

**This course informs mayors, councillors and municipal officials of their oversight responsibilities under Section 10 of the Safe Drinking Water Act, which comes into effect on December 31, 2012.**

To discuss hosting an on-site delivery of this course for your municipality, please feel free to contact me.  
 Thanks,  
 Corinne

Corinne Louther  
 Training Coordination Supervisor  
 Walkerton Clean Water Centre  
 Phone 519-881-2003 ext. 312  
 Toll Free 1-866-515-0550  
 Fax 519-881-4947  
[clouther@wcwc.ca](mailto:clouther@wcwc.ca)  
[www.wcwc.ca](http://www.wcwc.ca)

Clean water. Clear answers.

This message, including any attachments, is privileged and intended only for the person(s) named above. This material may contain confidential or personal information, which may be subject to the provisions of the Municipal Freedom of Information and Protection of Privacy Act. Any other distribution, copying or disclosure is strictly prohibited. If you are not the intended recipient, or have received this message in error, please notify us immediately by telephone, fax or email and permanently delete the original transmission from us, without making a copy. Thank you.

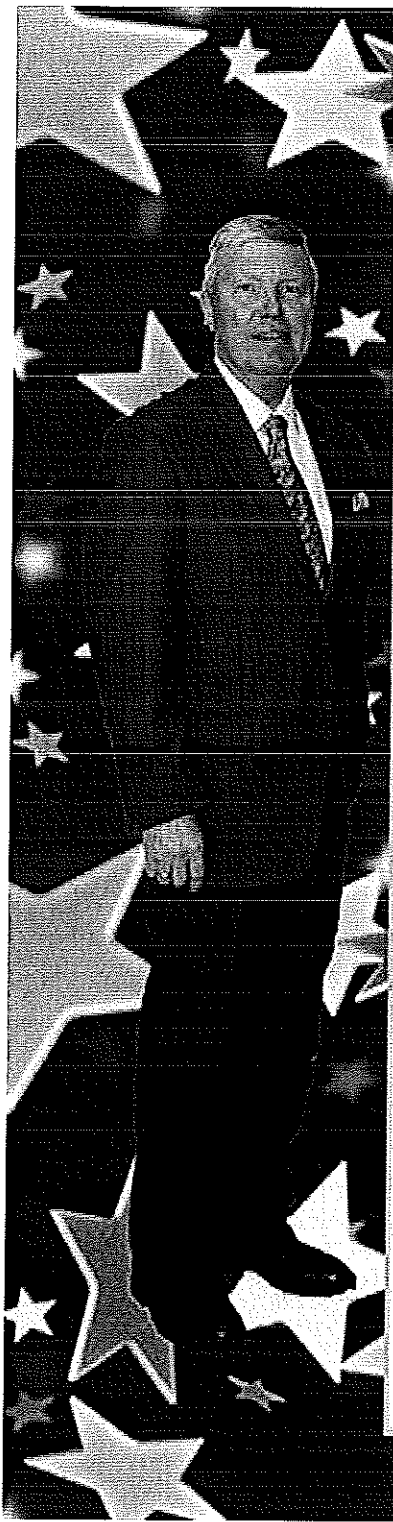
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Information from ESET NOD32 Antivirus, version of virus signature database 7693 (20121114)

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The message was checked by ESET NOD32 Antivirus.

<http://www.eset.com>



*You're Invited*

**Public Reception & Toast  
to Retiring Chamber President**

*Garry McDonald*


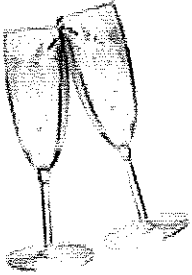
**Monday, December 3, 2012**  
*Arrivals from 6:30 to 7pm,  
Formal Toasting Follows*

**The Lambton Inn**  
*1485 London Rd*

**\$20 + HST**  
*Including appetizers*

*Cash Bar, Cocktail Reception Style*

*To Register email Cindy Scholten*  
*[escholten@sarnialambtonchamber.com](mailto:escholten@sarnialambtonchamber.com)*



Information from ESET NOD32 Antivirus, version of virus signature database 7693 (20121114)

The message was checked by ESET NOD32 Antivirus.

<http://www.eset.com>



Sent via e-mail: [mpearson@town.petrolia.on.ca](mailto:mpearson@town.petrolia.on.ca)

November 7, 2012

Mandi Pearson  
Clerk/Executive Assistant  
Town of Petrolia  
Box 1270, 411 Greenfield St.  
Petrolia, ON N0N 1R0

Dear Ms. Pearson:

Thank you for your supportive resolution of October 10, 2012 regarding arbitration reform. As you know, AMO is working alongside external legal counsel, Hicks Morley and the Emergency Services Steering Committee (ESSC) to develop necessary changes to the arbitration system to advance municipal interests.

AMO continues to request that the legislature work collectively and in the best interest of Ontario municipalities and Ontario taxpayers on this important issue of interest arbitration reform.

We will keep member municipalities aware of any updates regarding this matter as we work towards our recommendations to the AMO board.

Thank you again for your support on this issue.

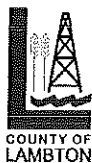
Yours truly,

Monika Turner  
Director of Policy

# Lambton Drug Awareness Action Committee

c/o 160 Exmouth Street, Point Edward, ON N7T 7Z6 Phone: 519 383-8331 ext. 3537 Fax 519 383-7092

## Our Community Partners



Tuesday, November 6, 2012

Attention: Mayor John McCharles

### Re: Ban Generic Oxycodone

On November 25, 2012, Purdue Pharmaceuticals' patent on OxyContin<sup>®</sup> expires opening the door for cheaper, generic versions of the controlled-release oxycodone.

OxyContin<sup>®</sup>, an opioid-based pain medication, was an effective painkiller when used as directed, and prescribed, to address patient needs. When introduced it was hailed as a "miracle drug" that allowed patients with chronic pain to resume a normal life. Today, thousands require methadone to treat their opioid addiction to resume a normal life.

Non-prescription use of painkillers is a burgeoning health and social crisis. Opioid addiction is a serious problem in every community in Canada, not only taking its toll financially, but exacting a human and community toll - addiction, death and the disintegration of families.

Deaths linked to prescription painkillers have become enough of a public-safety hazard that Dr. Albert Lauwers, Ontario's Deputy Chief Coroner, said action on their availability should be viewed with the same urgency that spawned seatbelt laws.

- In 2006, as many Ontarians were killed by opioids as were drivers in car crashes
- Lambton OPP estimate 70%-90% of petty crimes are oxycodone related (2012)
- 654 babies in Ontario were born addicted to opioids (2010-11)

In general, drugs can be found anywhere in society, but painkiller abuse is unique. It can be found in all strata, and all parts of the city and country. An American report suggests 5%-10% of regular users, will become addicted.

No community in Canada has escaped the problems associated with opioid addiction. Please voice your concerns to Hon. Leona Aglukkaq, Minister of Health, and Hon. Deb Matthews, Ontario Minister of Health and Long-term Care, and ask Health Canada to delay any applications, and ultimately prohibit the production of generic version of oxycodone. Together, we have a voice.

Regards,

Art Speed, Co-chair  
Lambton Drug Awareness Action Committee

YOU ARE INVITED TO ATTEND AN  
INFORMATION SESSION ON  
**AQUATIC SPECIES AT RISK, CRITICAL HABITAT  
AND STEWARDSHIP**

PRESENTED BY FISHERIES AND OCEANS CANADA

**DATE:** Wednesday, November 28<sup>th</sup>, 2012

**TIME:** 1:00 pm to 4:00 pm

**LOCATION:** Oaks Inn  
80 Mc Naughton Ave.,  
Wallaceburg, ON

**Topics will include:**

- What are aquatic Species at Risk (SAR)?
- Where do they occur in Ontario?
- Why should we care about SAR?
- The federal *Species at Risk Act* (SARA)
- What is Critical Habitat?
- Where has Critical Habitat been identified?
- What does this mean for you?
- SARA Permits
- SAR Recovery and Stewardship

Critical Habitat has been identified for a number of aquatic species at risk in Ontario. Learn about SAR, where Critical Habitat has been identified, and how it is protected; as well as stewardship and recovery components of the *Species at Risk Act*.

Staff of Fisheries and Oceans Canada and the St. Clair Region Conservation Authority will be there to provide you with important information and answer your questions. This session is geared primarily towards local municipal staff, consultants, contractors and other local stakeholder groups conducting work in and around water.

Registration is FREE.

**Please RSVP by November 23<sup>rd</sup> to Lisa Wren, at**  
**[lwren@everus.ca](mailto:lwren@everus.ca)**

(or call 519-986-2970 if you have questions)

## **AGENDA**

### **Aquatic Species at Risk Information Session**

Wednesday, November 28<sup>th</sup>, 2012 1pm – 4pm  
Oaks Inn  
Wallaceburg, Ontario

#### **AGENDA**

- 1:00 pm Welcome and Introductions (E. Thomas)  
1:15 Aquatic Species at Risk Part I (S. Staton, DFO)  
2:00 Aquatic Species at Risk Part II: (D. Balint, DFO)  
2:45 **Break**  
3:00 Local Activities Related to Aquatic SAR (M. Andreae, E. Carroll, SCRCA)  
3:30 Open discussion and Q&A session  
4:00 Adjourn

#### ***Speakers and Resource Staff:***

##### ***Dave Balint***

Species at Risk Coordinator  
Fisheries and Oceans Canada  
Ontario Great Lakes Area  
P.O. Box 5050, 867 Lakeshore Rd  
Burlington, ON L7R 4A6  
Phone: (905) 336-6237  
Email: dave.balint@dfo-mpo.gc.ca

##### ***Shawn Staton***

Species at Risk Biologist  
Species at Risk Program  
Fisheries and Oceans Canada  
P.O. Box 5050, 867 Lakeshore Rd  
Burlington, ON L7R 4A6  
Phone: (905) 315-5275  
Email: shawn.staton@dfo-mpo.gc.ca

##### ***Evan Thomas, Facilitator***

Evan Thomas Consulting Services  
Suite 333 - 266 Charlotte St.  
Peterborough, ON K9J 2V4  
Phone: (705) 749-1380  
Email: evan.thomas1@cogeco.ca

##### ***Muriel Andreae***

Resources Biologist  
St. Clair Region Conservation Authority  
205 Mill Pond Cres.  
Strathroy, Ontario  
Canada N7G 3P9  
Phone: (519) 245-3710  
E-mail: mandreae@scrca.on.ca

##### ***Erin Carroll***

Aquatic Biologist  
St. Clair Region Conservation Authority  
205 Mill Pond Cres.  
Strathroy, Ontario  
Canada N7G 3P9  
Phone: (519) 245-3710  
Email: ecarroll@scrca.on.ca

## Member Municipalities

November 6, 2012

Township of  
Adelaide-Metcalf

Township of  
Brooke-Alvinston

Municipality of  
Chatham-Kent

Township of  
Dawn-Euphemia

Township of  
Enniskillen

Municipality of  
Lambton Shores

Municipality of  
Middlesex Centre

Village of  
Newbury

Village of  
Oil Springs

Town of  
Petrolia

Town of  
Plympton-Wyoming

Village of  
Point Edward

City of  
Sarnia

Municipality of  
Southwest Middlesex

Township of  
St. Clair

Municipality of  
Strathroy-Caradoc

Township of  
Warwick

## MEMORANDUM:

TO: CAOs/Clerks

RE: Municipal Appointments to Authority

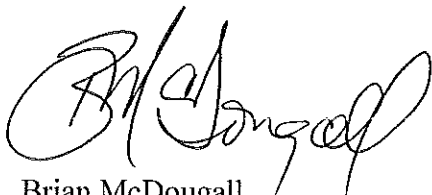
Our records indicate your municipal representative, Helen Havlik's appointment to the Board of Directors of the St. Clair Region Conservation Authority will expire on February 21, 2013.

Council may appoint representative(s) for 1 or more years. The appointment begins and ends at the Annual General meeting in February.

Enclosed is a form to be completed for your appointed representative and we would appreciate this returned no later than January 7, 2013. We will then forward information to your representative(s) regarding boards and committees, which in turn, will be provided to the Nominating Committee so they can make recommendations to the Annual General Meeting.

If you have any questions, please do not hesitate to contact us.

Thank you for your assistance.



Brian McDougall  
General Manager

Encl.

c.c. Helen Havlik, Director

## Member Municipalities

## Municipal Appointments to the St. Clair Region Conservation Authority

Township of  
Adelaide-Metcalfe

Township of  
Brooke-Alvinston

Municipality of  
Chatham-Kent

Township of  
Dawn-Euphemia

Township of  
Enniskillen

Municipality of  
Lambton Shores

Municipality of  
Middlesex Centre

Village of  
Newbury

Village of  
Oil Springs

Town of  
Petroli

Town of  
Plympton-Wyoming

Village of  
Point Edward

City of  
Sarnia

Municipality of  
Southwest Middlesex

Township of  
St. Clair

Municipality of  
Strathroy-Caradoc

Township of  
Warwick

2013 municipal appointments to the St. Clair Region Conservation Authority are to be effective at the Annual General Meeting on February 21, 2013. Appointments are to be made in accordance with the approved attached schedule.

Those municipalities involved in sharing a representative should agree on an appointment and the term of the appointment.

Please complete the form below and return it to the Authority at 205 Mill Pond Crescent, Strathroy, Ontario, N7G 3P9 by January 7, 2013.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Director's E-mail Address: \_\_\_\_\_

Number of Years Appointed: 1   2   3   4 (Please circle one)

Are they presently a member of council: Yes \_\_\_\_\_ No \_\_\_\_\_

Municipality: \_\_\_\_\_ Clerk: \_\_\_\_\_

Sharing a representative with the following municipality(ies):

\_\_\_\_\_

Signature of Clerk \_\_\_\_\_

Municipal Representation on the 2013 Board of Directors  
Membership Grouping  
As approved by Resolution GM-00-097, June 15, 2000

A.	<u>Middlesex</u>	<u># of Representatives</u>
	Middlesex Centre	1
	Strathroy-Caradoc	2
	Adelaide-Metcalf	1
	Southwest Middlesex/Newbury	1
B.	<u>Chatham-Kent</u>	2
C.	<u>Lambton/Sarnia</u>	
	Sarnia	3
	Lambton Shores	1
	Warwick	1
	Petrolia	1
	Point Edward	1
	Brooke-Alvinston	1
	Oil Springs/Enniskillen	1
	Plympton-Wyoming	1
	St. Clair Township	2
	Dawn-Euphemia	1

Total Number of Representatives

Middlesex	5
Chatham-Kent	2
Lambton/Sarnia	<u>13</u>
	20

**CORPORATION OF THE TOWN OF PETROLIA**

**BY-LAW NUMBER 68-2012**

A BY-LAW TO AUTHORIZE THE EXECUTION OF A SITE PLAN CONTROL AGREEMENT BETWEEN 2148816 ONTARIO INC. AND THE CORPORATION OF THE TOWN OF PETROLIA FOR THE DEVELOPMENT OF LANDS MORE PARTICULARLY DESCRIBED AS PLAN 22 BLOCK E, LOT 41 TO LOT 49 LOT 50 EXC, RP25R3090 PART 6 LOCATED IN THE TOWN OF PETROLIA, IN THE COUNTY OF LAMBTON KNOWN FOR MUNICIPAL PURPOSES AS 260 CENTRE STREET, PETROLIA, ONTARIO.

The Municipal Council of the Corporation of the Town of Petrolia hereby enacts as follows:

1. **THAT** the Mayor and the C.A.O./Deputy Clerk are hereby authorized to sign and execute a Site Plan Control Agreement between 2148816 Ontario Inc. and The Corporation of the Town of Petrolia for the development of lands located more particularly described as Plan 22 Block E, Lot 41 to Lot 49 Lot 50 EXC, RP25R3090 Part 6 located in the Town of Petrolia, in the County of Lambton.
2. **AND THAT** the attached Site Plan Control Agreement (schedule "A") shall be considered part of this By-Law.
3. **AND THAT** this By-Law shall come into force and effect upon the Final Passing thereof.

By-Law Read a First, Second and Third Time and Finally Passed this 19th day of November, 2012.

\_\_\_\_\_  
Mayor  
John McCharles

\_\_\_\_\_  
Clerk/Executive Assistant  
Mandi Pearson

Schedule "A"  
By-Law 68-2012

**THIS AGREEMENT** made this 6<sup>th</sup> day of November, 2012

**BETWEEN:**

**1811842 Ontario Ltd**

Hereinafter called the "OWNER"

**OF THE FIRST PART**

**-AND-**

**THE CORPORATION OF THE TOWN OF PETROLIA**

Hereinafter called the "TOWN"

**OF THE SECOND PART**

**WHEREAS** the Owner is the owner in fee simple of the lands situated on Plan 22 Block E, Lot 41 to Lot 49 Lot 50 EXC, RP25R3090 Part 6 located in the Town of Petrolia, in the County of Lambton known for municipal purposes as 260 Centre Street, Petrolia, Ontario (and hereafter referred to as the ("Lands"));

**AND WHEREAS** the Official Plan of the Town of Petrolia in effect, designates the entirety of the land as "General Industrial" and within a site plan control area;

**AND WHEREAS** the Owner intends to develop the lands in accordance with the Site Plan attached hereto, as Schedule "A" (and hereafter referred to as the "Plan");

**AND WHEREAS** the Owner desires to continue use of the lands for General Industrial purposes;

**AND WHEREAS** the Town, as a condition of development of the lands, required the Owner to enter into a Site Plan Agreement;

**NOW THEREFORE** in consideration of other good and valuable consideration and the sum of Two Dollars (\$2.00) of lawful money of Canada by each to the other paid (the receipt whereof is acknowledged by each), the Owner herby covenants and agrees with the Town as follows:

1. The Owner agrees that no building permit will be available until the Plan has been approved by the Town of Petrolia and further agrees that work will not commence prior to the issuance of the building permit.
2. The following Schedules, which are identified by the signatures of the parties to this agreement, and which are attached hereto, are herby made a part of this Agreement, as fully and to all intents and purposes as though recited in full herein:

SCHEDULE "A" – SITE PLAN

SCHEDULE "B" - SITE SERVICING PLAN

SCHEDULE "C" - CERTIFICATE OF COMPLIANCE

3. Schedule "A" – Plan with respect to the Lands shows:
  - a) the location and height of all buildings and structures to be erected;
  - b) the location of vehicular entrances and exits – all truck traffic is required to use the south paved driveway only;
  - c) the location and provisions of off-street vehicular loading and parking facilities, including driveways for emergency vehicles – 20 total parking spaces to be included for Office & Warehouse use;

Schedule "A"  
By-Law 68-2012

- d) walkways and all other means of pedestrian access;
  - e) the location and provisions of fences, trees and all ground cover or facilities for landscaping the lands and protecting the adjoining lands and shows the lighting including flood lighting, of the land or any building or structure thereon – between the west wall and the gravel lane to be planted with deciduous trees, shrubs, perennials and ornamental grasses;
  - f) the location and provision for the collection and storage of garbage and other waste material;
  - g) all approved outdoor storage areas – not outdoor storage shall be permitted in the side yards of the property or at the front of the building;
  - h) electrical servicing, storm water management water/grading plans, sanitary sewer service and fire hydrants.
4. The Owner agrees that the building or buildings will be erected in accordance with the plan(s) approved, subject only to such changes as have received advance approval in writing from the Town.
5. Schedule "B" – Site Servicing Plan for the Lands shows:
- a) lot grading information, indicating overland/ underground flow to and from adjacent properties, collection and disposal of surface water and storm water management;
  - b) location of utilities within the road allowance and site connections to these utilities;
  - c) building finished floor elevations;
  - d) fire protection facilities (including hydrants);
  - e) other information as required by the Town
6. The Owner agrees that the site development and servicing will be in accordance with the plan(s) as approved, subject only to such changes as have received advance approval in writing from the Town.
7. The Owner further agrees that:
- a) final grades and elevations will be established to the satisfaction of the Town. The Owner will provide proof of final grades and elevations certified by a professional land surveyor;
  - b) all necessary provisions for service connections on site will be made to the satisfaction of the Town of Petrolia's Director of Operations;
  - c) construction work will be carried forward expeditiously in good and workmanlike manner, in accordance with good trade practice and so to cause a minimum of nuisance;
  - d) all necessary precautions to avoid dust, noise and other nuisance and to provide for the public safety will, so far as possible, be taken and which comply with *The Construction Safety Act*.
  - e) all necessary care will be taken to see that mud and soil is not tracked or spilled onto any public street, and where such tracking occurs, the street shall be cleaned at the end of each working day by owner and at owner's expense;
  - f) garbage disposal and recycling facilities will be an enclosed type designed in a manner satisfactory to the Town. Garbage and other waste shall be kept in a container and properly

Schedule "A"  
By-Law 68-2012

enclosed as shown on Schedule "B". (NOTE: The removal of all refuse materials from said site is the responsibility of the Owner as are all associated costs incurred);

- g) all parking lots and walkways will be cut and shaped to sub-grade elevations and compacted. Supply, place, and compact 12"0 x 2" recycled concrete and A gravel over entire site, raise grades in building by adding 6" of sand under gravel to low elevations, supply and install all storm sewers and pre-cast to lines and grades as per plan, include orifices and rip-rap at outlet abutting the property limits;
  - h) the number of parking spaces shall be provided in accordance with the Town of Petrolia Zoning By-Law at all times;
  - i) no topsoil shall be stockpiled on any other portion of the Owner's Lands except those Lands identified in this agreement; and all topsoil shall be stockpiled and maintained in a manner which allows for the maintenance of weeds; and the Town may go in and do the same at the Owner's expense, and collect the cost in like manner as municipal taxes as performance security;
  - j) stock-piling of snow will not be allowed on the site where it will constitute a hazard in the opinion of the Town.
  - k) the Owner agrees at the Owner's expense, to plug any oil or gas well or dispose of any storage tanks located on the Lands. The plugging and/or removal shall be in accordance with the requirements of the Ontario Ministry of Natural Resources and the Ontario Ministry of Environment. The Owner agrees to cease all construction work in the area in which an unplugged gas or oil well or storage tank is located and shall immediately report the existence of such well or storage tank to the Manager of Operations at the Town of Petrolia, Ministry of Natural Resources and the Ministry of the Environment, and any other regulating agency to carry out all the requirements of any regulatory agency in the plugging of any oil or gas well or disposal of any storage tanks and pay all associated costs;
  - l) the electrical servicing of the property shall be subject to the approval of the Bluewater Power Distribution Corporation and Electrical Safety Association (E.S.A) inspector;
  - m) upon failure by the Owner to do any act during the development period herein, that the public safety or convenience required, in accordance with this Agreement, upon seven (7) days written notice, the Town, in addition to any other remedy, may go in and do the same at the Owner's expense, and collect the cost in like manner either as municipal taxes as performance security;
  - n) the Town may treat any breach of this Agreement as a breach of the Town's Building By-Law, and upon twenty-four (24) hours written notice to the Owner, stop work until the breach is rectified;
  - o) nothing in this Agreement constitutes waiver of the owner's duty to comply with any by-law of the Town or any other law.
8. The Owner shall be responsible for consulting with and obtaining any necessary approval from all regulatory bodies such as, but not limited to:
- a. Bluewater Power Distribution Corporation regarding any matters that relate to services provided by Bluewater Power Distribution Corporation;
  - b. The Conservation Authority having jurisdiction;
  - c. The Ministry of the Environment;
  - d. The Ministry of Natural Resources
9. The Owner shall satisfy all the requirements in relation to the fire protection for the building(s) to the satisfaction of the Town's Fire Chief.
-

Schedule "A"  
By-Law 68-2012

10. The Owner agrees to pay for damages to public property including but not limited to municipal drain, ditches, street surfaces, storm and sanitary sewer systems, which may occur during the period of construction. Any such repair may be undertaken by the Town at the expense of the Owner, with thirty (30) days notice.
11. The Owner agrees to install and maintain any and all lighting so as to not, in the opinion of the Town, interfere with the use or enjoyment of adjacent properties, or with the safe flow of traffic on abutting or adjacent streets.
12. The Owner shall landscape, construct fences and maintain fences, plants and ground cover acceptable to the Town, on those lands so indicated on the Site Plan.
13. If the Ontario Building Code requires that an architect or Professional Engineer or both, shall be responsible for the field review of any new building or extension, provided for in this Agreement, the Owner shall not occupy or use or permit to be occupied or used, any said new building or extension, until the Owner's Architect or Professional Engineer has given to the Town, a letter addressed to the Town, and signed by the said Architect or Professional Engineer, certifying that all construction and/or services on or in the said Lands, required for this development or redevelopment, have been installed and/or constructed in a manner satisfactory to the Architect or Professional Engineer.
14. The Town, through its servants, officers and agents, including its Chief Building Official, Fire Chief, Director of Operations and Town Engineer, may, from time to time, and at anytime, enter on the Lands and premises of the Owner to inspect:
  - a) The progress of development;
  - b) The state of maintenance as provide for in this Agreement.
15. In the event of any servant, officer or agent of the Town, determining, upon inspection, that the development is not proceeding in the strict accord with the plans and specifications filed, such servant, officer or agent shall forthwith, place a notice required all work to be stopped upon the premises and forward a copy, by registered mail, to the Owner at the last known address, on the last revised assessment roll, and the Owner shall forthwith correct the deficiency or deviation.
16. In the event of any servant, officer or agent of the Town, upon inspection, be of the opinion that the state of maintenance is not satisfactory, such servant, officer or agent shall forthwith, forward notice of such opinion, by registered mail, to the Owner, at the last known address, and the Owner shall forthwith correct the deficiency or appeal to the Council of the Town of Petrolia, as hereinafter provided.
17. In the event that the Owner should disagree with the opinion of the servant, officer or agent of the Town, as to the state of maintenance, such Owner shall appear before Council of the Town of Petrolia, which after hearing the Owner, shall express its opinion as to whether the maintenance is satisfactory, by resolution, which shall constitute a final determination of the matter.
18. In the event that Owner shall fail to obey a stop work order issued under Section 15 hereof, the Owner recognizes the right of the Town to apply to the Courts for a restraining order.
19. In the event that an Owner shall fail to correct a deviation or deficiency after notice pursuant to Section 16 or after notice of an opinion, which the Council of the Town of Petrolia determines is correct, under Section 17, the Council of the Town of Petrolia, may by by-law, direct, on default of the matter or thing being done by the Owner, after two(2) week's notice, to it by registered mail, at the last known address of the Owner, pursuant to the last revised assessment roll of passage of such By-Law, that such matter or thing be done by the Town, at the expense of the Owner, which expense may be recoverable by action as municipal taxes, as performance security.

Schedule "A"  
By-Law 68-2012

20. Unless otherwise authorized, in the event of the Owner wishing to change at any time, the buildings, structures or facilities described in Schedules "A" and "B", it shall make application to the Council of the Town of Petrolia, for approval, and shall not proceed with such change until approval is given by such Council.
21. The Owner agrees to pay to the Town all administration costs incurred in connection with this Agreement, and the fulfillment of this Agreement, including legal, engineering and inspection costs.

CAPITAL CHARGES

22. The following charges are to be paid at the time that this Agreement is signed;
- a. \$1000.00 site plan agreement

SITE PLAN REVIEW FEE

23. The Owner shall pay to the Town, in cash or by certified cheque, an amount of Four Hundred (\$400.00) Dollars, per application, for Site Plan Review.

24. LIABILITY INSURANCE

Before commencing any of the work provided for herein, the Owner shall supply the Town with a Liability Insurance policy in the amount satisfactory to the Town, and in a form satisfactory to the Town, indemnifying the Town from any loss arising from claims for damages, injury or otherwise, in connection with the work done by or on behalf of the owner of the development. The said policy shall be provided at the time of the signing of the Agreement and remain in force, until the development is complete and all required documentation as per Section 32 has been filed with the Town.

25. PERFORMANCE GUARANTEE

The Owner hereby defines the completion date of this Agreement and project to be on or before November 6, 2013. It will be the Owner's responsibility to require, in writing, an extension to this agreement/project, within sixty (60) days of the above stated completion date, should an extension be required.

26. This Agreement and the provisions thereof, do not give to the Owner or any person acquiring any interest in the said land any rights against the Town with respect to the failure of the Owner to perform or fully perform any of its obligations under this Agreement or any negligence of the Owner in its performance of the said obligations.
27. In the event that no construction on the said lands has commenced within one (1) year from the date of registration of this Agreement the Town may, at its option, on one month's notice to the Owner, declare this Agreement to be subject to re-negotiation, whereupon the Owner agrees that it will not undertake any construction on the said land until this Agreement has been re-negotiated.
28. The Owner agrees that it will not call into question, directly or indirectly in any proceeding whatsoever in law or in equity or before any administrative tribunal the right of the Town to enter into this Agreement and to enforce each and every term, covenant and condition herein contained and this Agreement may be pleaded as an estoppel against the Owner in any case.
29. The Owner agrees on behalf of itself, its successors and assigns, to save harmless and indemnify the Town, from all losses, damages, costs, charges and expenses which may be claimed or recovered against the Town by any persons arising either directly or indirectly as a result of any action taken by the Owner, pursuant to this Agreement.

Schedule "A"  
By-Law 68-2012

30. All facilities and matters required by this Agreement shall be provided and maintained by the Owner at its sole risk and expense to the satisfaction of the Town and in accordance with standards determined by the Town and in default thereof, and without limiting other remedies available to the Town, the provisions of Section 442 of *The Municipal Act*, S.O. 2001 c.45, shall apply.
31. This Agreement shall be registered at the expense of the Owner, against the land to which it applies, and the Town shall be entitled, subject to the provisions of *The Land Titles Act*, to enforce its provisions against the Owner, named herein and any and all subsequent Owners of the land.
32. A Certification of Compliance attached hereto as Schedule "C", shall be filed by the Owner, following completion of the development to ensure all details of the Site Plan Agreement have been complied with.

IN WITNESS WHEREOF, the Parties hereto have hereupon, affixed their Corporate Seals, duly attested to by their authorized signing officers in that behalf.

M. P. Pearson  
Witness

\_\_\_\_\_  
Witness

1811842 Ontario Ltd

[Signature]

Owner(s)

I/ We have the authority to bind the Company

Nov 6/12  
Date

M. P. Pearson  
Witness

M. P. Pearson  
Witness

THE CORPORATION OF THE  
TOWN OF PETROLIA

[Signature]  
John McCharles, Mayor

[Signature]  
Marilyn Baron, CAO/Deputy Clerk

Nov 6/2012  
Date

CORPORATION OF THE TOWN OF PETROLIA

BY-LAW NUMBER 69-2012

A BY-LAW TO PROVIDE FOR THE ENTERING INTO OF A COMMUNITY  
FUND AGREEMENT WITH THE SARNIA COMMUNITY FOUNDATION

WHEREAS Section 9 of the *Municipal Act*, 2001 S.O 2001, chapter 25 a municipality has the capacity, rights, powers and privileges of a natural person for the purpose of exercising its authority under this or any other act;

AND WHEREAS Section 8.(1) the *Municipal Act*, 2001 S.O 2001 permits a Council of a municipality the powers under this or any other Act to be interpreted broadly so as to confer broad authority on the municipality to enable the municipality to govern its affairs as it considers appropriate to enhance the municipalities ability to respond to municipal issues;

AND WHEREAS it is desirable to this Council to enter into a Community Fund Agreement with the Sarnia Community Foundation;

AND WHEREAS Town of Petrolia Council on November 5, 2012 approved entering into the said Agreement;

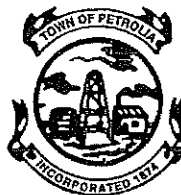
NOW THEREFORE The Municipal Council of the Corporation of the Town of Petrolia Hereby Enacts As Follows:

1. The form and content of the Petrolia Community Fund Agreement attached here to as Schedule "A" is approved and the CAO/Deputy Clerk is authorized to execute the same on behalf of the Corporation of the Town of Petrolia
2. All By-Laws and motions of Council found to be inconsistent with the Provisions found in this By-Law shall be and are Hereby Repealed.
3. This By-Law shall be deemed to have come into force and effect upon the final passing thereof.

By-Law Read a First and Second and Third Time and Passed this 19<sup>th</sup> day of November, 2012.

\_\_\_\_\_  
John McCharles  
Mayor

\_\_\_\_\_  
Mandi Pearson  
Clerk/Executive Assistant



AGREEMENT TO ESTABLISH THE PETROLIA COMMUNITY FUND

This agreement is made between

The Town of Petrolia as a municipal corporation within the County of Lambton in the  
province of Ontario

and

The Sarnia Community Foundation a registered charity under number  
119227452RR0001 whose head office is located within the city of Sarnia

Whereas, it is the intent of the Town of Petrolia to have an endowed fund that will support local community charitable endeavours and initiatives and;

Whereas, it is deemed advisable to solicit funds from members of the community for the purpose of creating an permanent endowment that will meet those aims and,

Whereas, it is intended that the funds solicited be held at arm's length from the yearly operations of the Town of Petrolia and,

Whereas the Sarnia Community Foundation is a charitable organization dedicated to building endowed funds that will support local charitable causes in perpetuity returning income generated by those funds to charitable causes on behalf of donors and fund holders and ;

Whereas The Sarnia Community Foundation is by legislation able to "receive, maintain, manage, control and use donations for charitable purposes in Ontario" and;

Whereas the Sarnia Community Foundation has the systems and facility to deal with donors, a wide variety of charitable donations and the granting of the income earned on endowed funds and;



Petrolia Community Fund Agreement

Whereas the Sarnia Community Foundation has systems and facility to deal with short term projects and programmes through flow through arrangements

The Sarnia Community Foundation (SCF) hereby enters into an agreement with the Town of Petrolia in order to receive, receipt and hold funds collected from donors for the purpose of creating an endowed fund that will generate annual grantable income for community charitable endeavours and initiatives within the Town of Petrolia and to, on a periodic basis, receive, receipt and disburse funds for special projects through a flow through arrangement.

The agreement is subject to the following conditions and provisos,

1. The donations received and any additions thereto shall be accounted for and designated by SCF as **The Petrolia Community Fund**.
2. The SCF will issue receipts valid for income tax purposes for all charitable donations to the Fund received by it. The Foundation reserves the right to accept only those gifts that are consistent with the Foundation's gift acceptance policies. Donors to the fund will have the opportunity to establish a named, designated fund or donor advised fund within the Petrolia Community Fund subject to the terms and conditions SCF may impose for the establishment of any endowed funds held by SCF.
3. The intent of the fund is to generate a permanent source of income for community charitable endeavours and initiatives within the Town of Petrolia.
4. It is intended that SCF will retain all capital contributions in the endowment of the Fund in perpetuity and invest them in accordance with the SCF investment policy.
5. The Sarnia Community Foundation will issue receipts for donations to the fund that will include the logo of the Town of Petrolia. The Town of Petrolia will be responsible for supplying said logo to SCF in a format that can be included on the receipt.
6. The Sarnia Community Foundation will issue the appropriate letters of thanks on behalf of the fund. The SCF Donor Recognition policy will apply.
7. The Sarnia Community Foundation will provide quarterly reports on the number of donors and dollars donated, to the town's CAO or designate.


8. The Sarnia Community Foundation and the Town of Petrolia will appropriately memorialize the Fund in their respective annual reports and other publications and will identify Fund distributions as coming from the Fund and SCF.
9. The Sarnia Community Foundation may charge for its expenses in administering the Fund that being the standard fee for endowed funds held by the Foundation. The fee will be charged against income on a quarterly basis prior to distribution. As of the date of this agreement, the fee is to be 1.5%.
10. Income from the Fund shall be distributed from time to time, at least annually for purposes related to and as determined by a Grants committee established by the Town of Petrolia. The amount of income to be distributed will be determined annually in accordance with the SCF policy relating to the long-term preservation of capital within all Funds under its management subject to the provisions of Clause 12 below. The term "income" in this agreement is neither restrictive nor limitative and includes the capital gains, dividends and interest. A portion of the income, if available, will be re-invested in the fund to compensate for inflation.
11. In making disbursements, as provided for in Clause 10 above, the SCF may take the advice and recommendations from time to time from the Town of Petrolia Grants Committee. However, as required by charitable regulations, which govern the SCF, it is hereby agreed that the final authority on any distribution rests with the SCF.
12. Although we understand that under law the Board of the SCF has and must retain final authority regarding all disbursements of income, we request that in determining the distribution of the income of the Fund, as provided for in Clause 10 above, the Directors of the SCF seek advice from the Town of Petrolia and the advice of any appropriate committee we may form, providing we and/or our committee is able, available and willing to advise. Such advice should be given to the Foundation within 4 months of the receipt of a fund statement showing the amount to be disbursed in that fiscal year. It is understood that any committee members will be identified to the SCF and that such committee members should not be associated with any charity to which funds will be disbursed in that fiscal year unless a conflict of interest is declared and acted upon.
13. The Sarnia Community Foundation will provide a fund report to the CAO and Town Council on an annual basis.

14. This Agreement may be amended in the future in such respects as the Foundation and the Town of Petrolia may mutually agree by written amending agreement; or where the Board of the Sarnia Community Foundation deems it necessary to amend any of the terms governing the Fund in order to carry out the purpose(s) of the Fund, but is unable to obtain written agreement from the Donor consenting to such amendments, provided that in no event shall any such amendment derogate from the following:
  - a. The capital of the Fund and any additions to the fund shall be held in perpetuity by the Foundation and managed in accordance with the Financial Management Policies of the Foundation in force from time to time;
  - b. The capital and investment earnings of the Fund shall only be used to support charitable activities or qualified donees (as defined by the Income Tax Act (Canada) whose activities are within the objects of the Foundation.
15. Until the capital (total of gifts contributed) of the Endowed Fund shall reach \$10,000, there will be no disbursements.
16. The Petrolia Community Fund may from time to time receive granted funds for specific projects and programmes within the community that are intended for immediate use by a community agency or agencies. These will be held by SCF as non-permanent pass through dollars and disbursed to the agency or agencies that made application for the grant. The Sarnia Community Foundation shall distribute the principal, less the administrative charges defined in clause 17, accumulated for the charitable purposes outlined in the grant applications.
17. The Sarnia Community Foundation may charge for its expenses in administering these funds and the grant process that results. In no case will that fee exceed the standard fee for Flow Thorough Funds at the Foundation currently set at 1.5%. The fee will be charged against income.
18. In keeping with Foundation policy, a direct relationship between the Town of Petrolia and the Sarnia Community Foundation must exist. A representative of the Foundation will work with the Town in the execution of this agreement as related to the acquisition and distribution of both the endowed and flow through funds. The SCF Logo and contact information should appear on all material associated with the fund.

The **PETROLIA COMMUNITY FUND** shall be considered created on the date this agreement is accepted by the Sarnia Community Foundation and the Town of Petrolia.

Dated this 7<sup>th</sup> day of November, 2012

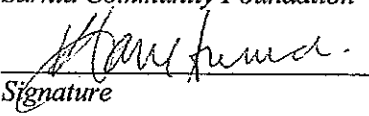
J. P. Roach  
Chair Sarnia Community Foundation

  
Signature

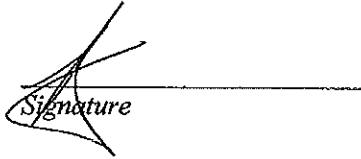
John McCharles  
Mayor Town Of Petrolia

  
Signature

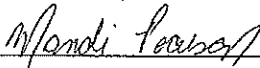
Jane Anema  
Executive Director  
Sarnia Community Foundation

  
Signature

Manny Baron  
CAO Town of Petrolia

  
Signature

Witnessed by



for the Town of Petrolia

for the Sarnia Community Foundation

**CORPORATION OF THE TOWN OF PETROLIA**

**BY-LAW NUMBER 70 - 2012**

**A BY-LAW TO ENTER INTO A CONTRACT WITH PAULINE MITCHELL AND THE CORPORATION OF THE TOWN OF PETROLIA FOR THE OPERATION OF THE CANTEEN AT THE GREENWOOD RECREATION CENTRE IN THE TOWN OF PETROLIA, COUNTY OF LAMBTON.**

WHEREAS Council deemed it desirable to have contracted Canteen Services at the Greenwood Recreation Centre;

THE MUNICIPAL COUNCIL OF THE CORPORATION OF THE TOWN OF PETROLIA HEREBY ENACTS AS FOLLOWS:

1. The Mayor and Chief Administrative Officer are hereby authorized to sign and execute a Contract with Pauline Mitchell and the Corporation of the Town of Petrolia for the operation of the Canteen at the Greenwood Recreation Centre in the Town of Petrolia, County of Lambton.
2. The Agreement attached hereto as schedule "A" shall be considered to form part of this By-Law.

NOW THEREFORE the Municipal Council of the Town of Petrolia enacts as follows:

1. **THAT** The form and content of the Agreement with Pauline Mitchell attached here to as Schedule "A" to operate the Greenwood Recreation Centre Canteen is approved and the CAO/Deputy Clerk is authorized to execute the same on behalf of the Corporation of the Town of Petrolia
2. **AND THAT** this By-law shall come into force and effect on the day it is finally passed. And shall be retroactive to June 1, 2012.
3. **AND THAT** all By-Laws and motions of Council found to be inconsistent with the Provisions found in this By-Law shall be and are Hereby Repealed.

By-Law read a First, Second and Third Time and passed on this 19<sup>th</sup> day of November 2012.

\_\_\_\_\_  
John McCharles  
Mayor

\_\_\_\_\_  
Mandi Pearson  
Clerk/Executive Assistant

**SCHEDULE 'A'**  
**OF BY-70-2012**

Agreement Between  
Pauline Mitchell  
R.R. #3  
Oil Springs, ON  
N0N 1P0  
519-844-2531  
(hereinafter known as the "Contractor")

- and -

**The Corporation of the Town of Petrolia**  
(hereinafter known as the "Town")

**Equipment**

The Contractor may have use of all Town-owned equipment within the Canteen only. The Contractor shall maintain all equipment including cleaning and preventative maintenance ensuring good working order -- regular cleaning of fryers and exhaust hoods. The Contractor shall be responsible for legislated inspections related to the operation. The Municipality, as its discretion, will replace equipment at such time as necessary.

**Hours of Operation**

The Contractor shall make every effort to accommodate the requests of the user groups. If there are not enough customers utilizing the canteen services, the Contractor shall make a decision of whether or not to be open.

**Expenses**

The Contractor shall pay all expenses related to the operation of the concession area including all taxes (i.e. P.S.T., G.S.T. & H.S.T.), except those expressly stated to be paid by the Municipality. The Municipality shall pay all utilities, hydro, gas and water.

**Insurance**

The Contractor shall indemnify and save harmless the Municipality against any loss or claim that may arise directly or indirectly from the operation of the Canteen. The contractor shall carry 2 million dollars in Liability insurance that names the Town of Petrolia as an additional insurer on the policy. The contractor shall be responsible for all WSIB coverage for employees if applicable.

**General Maintenance**

The Contractor shall maintain the concession areas in a manner satisfactory to the Municipality and meet Ministry of Health regulations. The Contractor must meet all Health and Safety regulations as set out by the Province. The Canteen Contractor must ensure the condiment counter is clean and tidy and the area clean from spills. The Contractor will place all garbage in the facility dumpster and all recyclables must be separated and placed in appropriate bins. The Municipality shall keep all other public areas clean and tidy.

**Operating Fee**

The Contractor agrees to pay the Town \$1700.00 as a "rental fee" for the operating period of June 1, 2012 to May 31, 2013.

**Payment Schedule**

The contractor agrees to pay the town, by way of cheque, cash, debit or credit card, \$850.00 on or before December 31, 2012 and \$850.00 on or before May 31, 2013.

**Inventory**

All inventory to be provided by the contract. The said inventory and goods sold shall be of good quality. The town reserves the right to make recommendations to the contractor on the quality of goods being sold from the concession.

**Length of Contract**

This agreement will be in force from June 1, 2012 to May 31, 2013.

**Right of First of Refusal**

The contractor will maintain first right of refusal on operating the concession on any "special event" offered with in the Greenwood Recreation Centre that falls outside the normal ice/winter recreational activities.

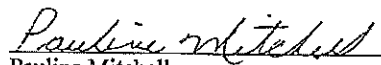
**Cancellation of Contract**


The town maintains the right to cancel without cause this contract by providing the contractor with 30 days written notice. All fees paid or outstanding will be prorated to the cancellation date.


**Approval**

This contract is subject to approval by the Council of the Town of Petrolia by way of a By-Law

Dated at Petrolia this 7<sup>th</sup> day of November, 2012.

  
Pauline Mitchell  
"Contractor"

  
Manny Baron  
CAO/Deputy Clerk

  
Witness

**CORPORATION OF THE TOWN OF PETROLIA**

**BY-LAW NUMBER 71 - 2012**

**A BY-LAW OF THE CORPORATION OF THE TOWN OF PETROLIA  
TO CONFIRM THE RESOLUTIONS AND MOTIONS  
OF THE COUNCIL OF THE TOWN OF PETROLIA  
WHICH WERE ADOPTED UP TO AND INCLUDING NOVEMBER 19 2012**

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**WHEREAS** it has been expedient that, from time to time, the Council of the Corporation of the Town of Petrolia should enact by resolution or motion of Council;

**AND WHEREAS** it is deemed advisable that all such actions which have been adopted by resolution or motion of Council only should be authorized by By-Law;

**NOW, THEREFORE, THE COUNCIL OF THE CORPORATION OF THE TOWN OF PETROLIA HEREBY ENACTS AS FOLLOWS:**

- 1) **THAT** all actions of Council which have been authorized by a resolution or motion of Council and adopted in open Council and that were recorded in the minutes of a Committee of Council and accepted by Council up to and including November 19, 2012 are hereby confirmed.
- 2) **THAT** By-Law 67-2012 to confirm the resolutions and motions of the Council of the Town of Petrolia to is hereby rescinded.
- 3) **THAT** this By-Law go into force and effect upon the final passing thereof.

By-Law read a First, Second and Third time and Finally Passed this 19<sup>th</sup> day of November, 2012.

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John McCharles  
Mayor

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Mandi Pearson  
Clerk/Executive Assistant