



**Minutes 1-2008
Greater Niagara Circle Route Committee**

**Regional Municipal Building
Committee Room 4
Wednesday, January 30, 2008 – 5:00 p.m.**

Present

D. Bruce Timms (Chair) - Regional Councillor, City of St. Catharines
Fred Neale - Councillor, City of Thorold
Dennis Paris - Niagara Timberline Riders Motorcycle Club
Gary Price - Niagara Timberline Riders Motorcycle Club
Marjorie Hotte - Upper Canada Equestrian Association
John Durley - Councillor, Town of Pelham
Bill Phillips - Councillor, City of St. Catharines
Barbara Skelton - Niagara Bruce Trail Club
Jim Diodoti - Councillor, City of Niagara Falls
Stephen Wilson - Niagara Timberline Riders Motorcycle Club
Russell Vamplew - Upper Canada Equestrian Association
John Gregoire - Niagara Timberline Riders Motorcycle Club

Regrets

George Marshall - Regional Councillor, City of Welland
Peter Randall - Councillor, Town of Lincoln
Eva Salter - Ontario Ministry of Culture
Robert Ritchie - Niagara Parks Commission
Ann Marie Noyes - Councillor, Town of Fort Erie
John Bedard - Welland Canals Foundation
Leo Van Vliet - Councillor, City of Welland

Staff

George Nicholson - Regional Niagara Planning Department
Betsy Foster - NEDCorp (part time attendance)

1. Minutes of November 7, 2007 meeting

Moved by Fred Neale
Seconded by John Durley

That the Minutes of the November 7, 2007 meeting be approved as circulated.

Carried

2. East Side Spit in St. Catharines

St. Catharines Councillor Bill Phillips reported that the City Council had approved the creation of a trail extension from Ansell Park North along Broadway and continuing on the East Side Spit of the Canal as far as Lake Ontario. Councillor Phillips also reported that the City had passed a Motion asking that Regional Niagara be requested to assume the \$8,000 annual maintenance costs for that section of the trail.

In discussion of St. Catharines' request, it was emphasized that the Region had assisted financially in the construction of the trail but that the ongoing maintenance and operation of the trail has been the responsibility of the local municipality for the portion that passes through that municipality. It is in fact viewed as a linear park. Based on that discussion, it was:

Moved by Barbara Skelton
Seconded by Fred Neale

That this Committee recommend to Regional Council:

That the request from the City of St. Catharines for a Regional commitment to fund the annual maintenance costs for the section of trail along the East Side Spit be respectfully declined.

Carried

In connection with the East Side Spit section of trail, it was also reported that City of St. Catharines staff are in discussion with the St. Lawrence Seaway staff to finalize an agreement confirming the route prior to the City issuing a tender call for construction. In that connection, Mr. Peter MacLean who had formerly dealt with property matters for the Seaway has retired and property issues are now being dealt with from the Cornwall office, with Mr. Frederick De Fault being the current staff representative.

3. 2007 Accomplishments/2008 Priorities

Regional Councillor D. Bruce Timms, Chair of the Committee, had prepared a Summary/Overview report of the Committee's 2007 Accomplishments and proposed 2008 Priorities. That is included as Appendix 1.

In discussion of this report, it was noted that an important aspect, now that the trail is almost completed, is the promotion aspect. Councillor Timms had proposed that a "Make Famous" Sub-Committee should be formed to publicize

the trail so that the maximum economic benefits can be realized. Stephen Wilson, Dennis Paris, and Fred Neale volunteered to take on this role.

Ms. Betsy Foster, Sales and Marketing Coordinator, Niagara Economic Development Corporation, attended to assist the Committee in addressing this objective. Ms. Foster proposed that an additional focused and short promotional piece should be developed that could be widely distributed, and she offered to coordinate that with the support of Planning staff. A longer version, which was distributed at the meeting, had already been produced and was being distributed through the Region's tourism network.

The Committee appreciated NEDCorp's production of the brochure and Ms. Foster's offer of help with a more focused piece which they agreed to pursue through an aggressive timeframe. The objective was to have this available for wide distribution, including at the March 7-9, 2008 Toronto Bicycle Show. It was also recognized that the Niagara Bike Train was an important initiative which was going to be continued and expanded this year and the suggestion was that brochures should be made available to those coming to Niagara by that train.

The arrangement that was endorsed was that Planning and NEDCorp staff would produce a draft of the document which they would circulate to the Sub-Committee members and other Committee members for review. Based on the response appropriate changes would be made and the document finalized. Ms. Foster estimated that the cost for 10,000 to 15,000 copies would be in the \$1,500 to \$2,000 range and noted that NEDCorp would agree to pay half of this as a contribution to tourism promotion.

Based on the above, it was:

Moved by Fred Neale
Seconded by Stephen Wilson

That this Committee recommend to Regional Council:

That NEDCorp and Planning Department staff cooperate with the creation of a focused promotional brochure for circulation to Committee members for review, after which staff have the authority to produce and circulate the brochure, and that Regional staff be authorized to contribute to half the cost of the brochure up to a maximum of \$2,000 towards that work.

Carried

In connection with this, George Nicholson reported that the only account available for the above expenditure was an account that had been created to implement the Canada-Ontario Infrastructure Program that was now almost complete with only a few additional expenditures expected. However at present, there is \$178, 239.14 remaining in that account and the suggestion was that this might be used as an operational account to assist with the ongoing work of this Committee.

The Committee agreed with the above suggestion, noting that there needs to be some funds available for promotional work and for other objectives of the Committee. Therefore, based on that, it was:

Moved by Fred Neale
Seconded by Stephen Wilson

That this Committee recommend to Regional Council:
That the outstanding amount in Account PL0402 dealing with the Greater Niagara Circle Route be available to pursue the various objectives and priorities of the Greater Niagara Circle Route Committee.

Carried

In pursuing the promotional work, it was noted by various members that the website for the Greater Niagara Circle Route Trails needs to be updated. It was also noted that a higher profile could be obtained through the Ontario Trails Council website. To those ends, it was:

Moved by Stephen Wilson
Seconded by Marjorie Hotte

That this Committee recommend to Regional Council:
That Regional staff be directed to develop an appropriate Website to ensure that the Greater Niagara Circle Route Trails is well represented and that once developed, efforts be made to have the Greater Niagara Circle Route Trails better represented on the Ontario Trails Council website.

Carried

The Links between the above Website and local municipal Websites was also considered to be an important promotional piece, and it was agreed that local municipal representatives on the Committee would approach their Councils to obtain permission to link the newly developed website with those of the local municipalities around the Circle. It was agreed that this should wait until the new Website was in place.

Finally it was agreed that a presentation regarding 2007 Accomplishments/2008 priorities should be made to an upcoming Regional Council meeting. Staff was asked to prepare a presentation to be made by a Committee member to Regional Council. It was also noted that volunteer and staff participation in the organization of the 2007 Ontario Trails Council Conference in Niagara Falls should be added to the list of 2007 Accomplishments.

4. Erie Beach Section of the Greater Niagara Circle Route Trails System

Staff presented photos, attached as Appendix II, of the recently completed Erie Beach section of the Greater Niagara Circle Route Trails System in Fort Erie. This high profile section passes through the site of a former Amusement Park and the intent is to develop signage to inform the public about the area's past. It was generally acknowledged that this represented a very significant portion of

the trails. It is understood that the Town of Fort Erie will be holding an official opening of this section later in the year and that Regional representatives, including the Committee members, will be invited.

5. Trademarking and Copyrighting

The need to protect the logo and wording associated with the Greater Niagara Circle Route had been recognized and to that end staff had approached the Regional Solicitor's office to start the process. The legal advice received is attached as Appendix III and based on that, an application has been filed to have the logo protected in Canada as a Trademark. An application has also been made to protect the words GREATER NIAGARA CIRCLE as an Official Mark.

One aspect of the legal letter attached in Appendix III was the possibility of extending protection for the logo in the United States and other foreign jurisdictions. The Committee discussed this and thought that this should be pursued especially in view of the closeness of this area to the U.S. border.

Lastly with respect to protection of names, staff noted that the websites greaterniagaracircle.ca; greaterniagaracircle.com and greaterniagaracircle.org had been protected. However in discussion of this, Committee members thought that the words: greaterniagaracirclecleroute and greaterniagaracirclecleroute should also be protected.

Based upon the above discussion, it was:

Moved by Stephen Wilson
Seconded by Fred Neale

That this Committee recommend to Regional Council:
That staff be directed to pursue the protection of the logo in the United States and foreign jurisdictions, as indicated in the letter attached as Appendix III, and that efforts be made to protect the additional website addresses greaterniagaracirclecleroute and greaterniagaracirclecleroute.

Carried

6. East Side Trail in Welland

The City of Welland, on November 27, 2007 passed a by-law authorizing the City to enter into an Agreement with various parties regarding the operation of the East Side Trail. The letter indicating this, and the By-Law, are attached as Appendix IV.

The Committee was pleased that this longstanding issue with the City of Welland had been resolved and directed staff to contact Mr. Stirtzinger at the City thanking him for his help. The members were also impressed with the by-law and directed staff to contact the other two local municipalities involved – Port Colborne and Thorold – to suggest that they look at the Welland by-law and consider adopting it for their local municipality.

It was:

Moved by Fred Neale
Seconded by Bill Phillips

That this Committee recommend to Regional Council:

That staff be directed to write to Mr. Stirtzinger thanking him for his help, and to circulate the by-law to the Cities of Port Colborne and Thorold suggesting they consider its adoption for their section of the East Side Trail.

Carried

As a follow-up to the above passing of the Welland by-law, the City of Welland representatives have also signed the Agreement regarding the relationships and obligations of the various parties involved in the operation of the East Side Trail. A copy of that Agreement is attached as Appendix V and staff was asked to circulate one copy to each of the signatory organizations.

Finally on this topic, the suggestion was made that City of Welland and Niagara Regional Police representatives be invited to the next meeting to discuss how the by-law might be used to provide more effective policing.

7. Signage along East Side Trail

There was some discussion regarding the installation of signage along the East Side Trail now that all three of the local municipalities involved have agreed to proceed. The East Side Trail representatives on the Committee indicated that they were anxious to proceed with the installation of the signage especially at the gateways. A suggestion was made that perhaps simpler signage might be more appropriate but it was generally agreed to install similar signage to that which had previously been installed to attempt once more to indicate the routes of the motorized and non-motorized sections.

8. National Scramble Meet – May 25, 2008

John Gregoire, President of the Niagara Timberline Riders Motorcycle Club reported that the Club were organizing their annual National Scramble Meet at Ramey's Bend in Port Colborne for May 25, 2008 and was requesting the approval of this Committee to use the appropriate section of the East Side Trail for the event. It is expected that about 150-200 riders along with family and friends will attend the Scramble, and the Port Colborne Lionesses will provide food.

The Committee supported the event recognizing that it would bring additional tourism into the area, which was one of the original reasons for creating the trail.

It was:

Moved by John Gregoire
Seconded by Gary Price

That this Committee recommend to Regional Council:
That approval be given to the Niagara Timberline Riders Motorcycle Club to organize a Scramble on May 25, 2008 in the Ramey's Bend area of the East Side Trail subject to the Club fulfilling all the necessary insurance obligations associated with the event.

Carried

9. Adjournment

The meeting adjourned at 6.30 p.m. The next meeting will be on March 12, 2008.

Prepared by

George Nicholson
Associate Director, Policy/Implementation

APPENDICES

Appendix I	Committee's 2007 Accomplishments and Proposed 2008 Priorities	Page 8
Appendix II	Photos of recently completed Erie Beach Section of the Greater Niagara Circle Route Trails System in Fort Erie	Page 9
Appendix III	Legal advice re Trademarking	Page 10
Appendix IV	Letter from City of Welland and By-law	Page 12
Appendix V	Agreement regarding operation of the East Side Trail	Page 16