



Wainfleet Water & Wastewater Servicing Project
Public Liaison Committee

Meeting Notes of October 21, 2008
Meeting Location: Wainfleet Township Hall

In attendance

Jayme Campbell

Joedy Groulx

Mayor Barbara Henderson, Township of Wainfleet

Anne Hetherington

April Jeffs

Kimberlee Lambe

Betty Matthews-Malone, Director Water & Wastewater Services, Niagara Region

Ashleigh Miatello-Skrubbletrang

Wayne Redshaw

Bob Steele, Associate Director Strategic Business Management, Niagara Region

Regrets

Scott Luey

1. **Review of agenda and additions**

- Betty Matthews-Malone called the meeting to order at approximately 7:00 p.m. Introductions of attendees were made and the agenda adopted as presented.

2. **Review and adoption of Meeting Notes dated September 3, 2008**

- The meeting notes were adopted without revision.

3. **Review of Terms of Reference of the Public Liaison Committee**

- Betty Matthews-Malone provided an overview of the Terms of Reference of the PLC as approved in Regional report PWA 173-2007 and adopted by Regional Council on December 12, 2007. This included a summary of the composition of the PLC, its function, and how PLC committee business would be conducted.

- Members of the group discussed the PLC role as a public focal point to receive information firsthand and exchange ideas with respect to the facilitation of the Region/Township's communication efforts in undertaking the next phase of the Wainfleet Servicing project. PLC members discussed their role in providing input into implementing an effective public consultation process. The group will be involved in determining how best to inform the community of the progress made and results of the studies that are being undertaken to satisfy the Minister of Environment's conditions related to her endorsement of the Wainfleet Servicing Class Environmental Assessment.
- The group discussed the issue of conducting meetings privately. It was the consensus that the PLC would continue this practise but would look for "open door" opportunities for public involvement. To achieve this, it was agreed that the PLC would host a public "meet and greet" session to listen to community concerns and identify public information needs, as well as advise residents of the PLC's role. The "meet and greet" session will be held in the early part of 2009 at an appropriate venue within the Township. It was also agreed that Ashleigh Miatello-Skrubbletrang would respond to Betty Konc's letter of concern about this issue.

ACTION: Ashleigh to send letter to Betty Konc.

4. **Draft Communication Approach**

- Kim Lambe provided an outline of key ways in which Lakeshore community residents could be kept abreast of the projects progress under the following headings: background, research, key objectives, messaging, implementation, challenges, tactics and identification of residents' concerns. The aim of the communication strategy is to identify community issues of concern and develop clear, consistent communications that will effectively inform residents.

To provide PLC members with opportunities to interact directly with community residents, the following will be put in place:

- Publishing contact information on both the Regional and Township websites.
- Setting up e-mail address(es) for PLC members to contact the Region and the Township.
- Exploring the possibility of establishing external e-mail addresses, as an alternative.

ACTION: Staff will investigate ways to allow PLC members to communicate with area residents and respond to their information requests.

- At the proposed future community open house (“meet and greet”) information will be provided to advise the public on how to access the electronic newsletter and other project information, and directly communicate with PLC members. Staff will examine how to address communication challenges associated with high speed internet access limitations.
- Staff were requested to prepare Frequently Asked Questions (FAQs) on issues commonly raised by area residents (e.g. impacts of future development, holding tanks, project costs, etc).
- The PLC will further discuss the potential role of a dedicated newsletter to convey information to the community. Consideration will be given to piggybacking PLC information on the Township’s current Newsletter distributed by the Mayor.

5. Discussion of Roles and Responsibilities

- The Committee discussed its role in terms of two-way public information flow. It was felt that the role would not be to provide subject matter on specific issues. Instead the PLC would focus on reviewing and contributing to identification of community concerns. The PLC will convey its position on such matters through staff as opposed to acting as a direct information source. PLC members felt that many questions could be answered through the FAQs section of the next electronic or printed Newsletter.
- Committee members reviewed the Terms of Reference and, at present, felt comfortable with the current arrangements, but will explore other means of involving the community. Members strongly support the idea of meeting with the community at large and providing opportunities for residents to express their concerns. This matter will be discussed in greater detail at the next PLC meeting.

6. Survey: Communication Plan

- Kim Lambe described a proposed newsletter survey which will assist the Township/Region in communicating with Township residents. She noted that, to date, various communication techniques (print and electronic newsletters, public meetings, website information) have been utilized with varying degrees of success. The Committee’s feedback is important in

order for the Township/Region to ensure that the right messages are reaching residents, in the right format and at the right time.

Kim reviewed the survey questions regarding the printed version of the Wainfleet update. The update is distributed quarterly via Canada Post and the electronic version of the Wainfleet update is distributed monthly via the Township. PLC members were asked to review the material and provide feedback by the end of October.

- After a discussion of the content and format of the website, it was agreed that staff would poll PLC members to determine what improvements and additional information could be provided.

ACTION: Betty will arrange for staff to contact PLC members to confirm their individual contact details and present this information correctly on the website.

7. Other Business

- With regard to the Building Canada Funding application, Mayor Henderson explained that the Township would not be submitting under Intake 1. Additional steps are necessary to ensure a successful application. The Township will submit an application for another project and give consideration to preparing an application for the Wainfleet Servicing Project for Intake 2 of the Building Canada Fund in 2009.
- The Committee was advised that the Secondary Plan Process is underway and will be cost-shared between the Region and the Township. An RFP has been distributed to professional planning consultants with a deadline of October 22, 2008. The Terms of Reference call for the undertaking of a visioning exercise to be completed in late January 2009. The community's "vision" will inform the technical studies. Committee members were advised of the timelines for the Official Plan work, as well as provincial constraints restricting growth within the community (e.g. Provincial Policy Statement and Places to Grow).
- Staff will be updating Wainfleet Council on progress made in the Wainfleet Servicing Project at a meeting scheduled for November 25, 2008.

- Adjournment -

RS:sb
J:\msword\BOB STEELE Sept. 2008\MEETINGS\Wainfleet W&WW Serv. Project PLC\PLC Oct. 21-08.doc