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Coming up at 10 am, it's this month's Committee of the Whole meeting. This is what's on the agenda:



Committee of the Whole Preview – What's on the Agenda for the April ...

The council agendas were kind of light in March, so April is appropriately busy right off the bat with some pretty big technical updates and some pretty big matters of new policy development. In te...

<https://guelphpolitico.ca/2024/03/23/committee-of-the-whole-preview-whats-on-the-age...>

Mayor Guthrie calls the meeting to order.






Disclosure of Pecuniary Interest and General Nature Thereof? Nope.

Here are this month's staff recognitions:

Trista Di Lullo, Secretary-Treasurer from Committee of Adjustment has achieved her Executive Diploma in Municipal Management from the Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO).

Also, The City of Guelph Waterworks Engine House/Pumping Station has received the American Water Works Association (AWWA) Water Landmarks Award.

Guthrie proposes to invert the consent agenda, and get that done first. Asks if anyone wants to pull any of these reports:

- 7.1 2023 Water Services' Annual Report, Summary Report and Water Efficiency Strategy Progress Report - 2024-133** 
- Recommendation:**
1. That Guelph City Council approves the 2023 Water Services' Annual Report and Summary Report.
 2. That Guelph City Council receive the 2023 Water Efficiency Strategy Progress Report.
- 7.2 Guelph Greener Homes Loan Program By-law (2023) - 20764 Update - 2024-141** 
- Recommendation:**
1. That Council authorize the updates to Guelph Greener Homes Loan Program By-law (2023) - 20764
- 7.3 A By-law Authorizing a Special Charge under the Guelph Greener Homes Program in Accordance with O. Reg. 586-06 - 2024-148** 
- Recommendation:**
1. That the Special Charge By-law under the Guelph Greener Homes Program, included as Attachment-1 be approved.
 2. That Council permit the subsequent amendments of the Special Charge By-law under the Guelph Greener Homes Program directly onto future Council agendas without a corresponding staff report.
- 7.4 Sewer Use By-law Update - 2024-149** 
- Recommendation:**
1. That City Council approve the updated Sewer Use By-law Number (2024) – 20911 as well as repeal and replace the past Sewer Use By-law (1996) -15202
- 7.5 Water By-law Update - 2024-150** 
- Recommendation:**
1. That City Council approve the updated Water By-law (By-law (2024) – 20910) as well as repeal and replace the past Water By-law (By-law (1991) - 13791)

Goller notes that he has a few small questions about 7.2. Guthrie asks council to approved the rest of the consent slate, and it is unanimously approved.

First up, the Lobbyist Registry Review. There's no formal presentation and Clerk O'Brien says it's pretty straightforward. He notes the lobbyist registrar is an optional position (unlike the integrity commissioner), but since 2019 when this last came up more cities are doing it.

O'Brien says this has no impact on lobbying itself, but it's meant to offer a program of accountability with ease of use and ease of access. And this is one step to implementation, a draft bylaw will be coming later this year in Q3.

Allt/O'Rourke move recommendation:

That the City Clerk be directed to draft a Lobbyist Registry By-law and Lobbyist Registry Code of Conduct, consistent with the details of report 2024-108 dated April 3, 2024, and report back to Council in Q3 2024.

Allt asks about the inclusion of non-profit or community groups. O'Brien says they would have to build out those definitions about who would have to register. Lobbying is defined as someone that campaigns to a public official for financial consideration.

In other words, you have to have a business interest. Bike lanes, for example, a group advocating for more bike lanes has no financial considerations, but a group that applies for city funds like grants might. O'Brien says they'll try and strike balance in July report.

O'Rourke, who has been a lobbyist, says that non-profit reps have to apply to lobby at prov. and fed. levels even if they have no pecuniary interest. Could we not make a consideration in the cause of greater transparency?

O'Brien says they can report back and add additional context in July report, but it will be up to council to decide how to define lobbyists, and they're in the process of looking at other municipalities too. Stay tuned.

O'Rourke says she's changed her perspective on this given the Strong Mayor powers, we need more transparency about who's speaking to elected officials.

Goller asks about voting records, when he wants to look up a vote he has to remember the meeting and look up the minutes. Are we not concerned about votes of council coming from that lobbying and making that easy to search.

O'Brien says voting records are not contemplated in this bylaw. The minutes remain the ultimate record of how votes were done.

Goller asks how useable a registry is if there's not also a record of how council voted, perhaps as a result of that lobbying. O'Brien says they would need to make some changes on the back end of the system, so it might have an impact on the meeting efficiency technically.

O'Brien says that the goal of the registry is to provide a list of who's lobbying and who's being lobbied to, which is really about prompting the public to keep an eye out on certain issues, and not so much the end vote.

Busuttill asks about systemic advantage. Whether there's pecuniary interest or not, there's still an equity issue. There are issues not being heard because groups don't have the capacity to lobby.

O'Brien says the development of all bylaws has come a long way in apply a diversity, equity and inclusion lens, and this is no different. They will be applying that lens as they move to the July meet.

Gibson says he thinks that far too much of city business takes place at coffee shops downtown, and he's growing increasingly concerned about the phrase "leave it with us", so will there be consideration for nonprofits on the registry?

O'Brien says yes, but if Gibson wants to phrase that in the form of a motion, he can certainly do that. Having said that, O'Brien says that he's heard in this meeting that this is an important area for council and will commit to that.

O'Brien says the goal is to make this as friction-less as possible while creating as much openness and transparency as possible. Gibson says a cllr meeting a developer b4 a project comes to council is something that should be tracked, also meets with non-profits b4 budget on CBAs

Billings asks about public engagement and consultation. O'Brien says they've had "loose" conversations with some people, like the Chamber of Commerce. It would be full, broad C.E., but there will be "targeted engagement" in regards to awareness.

Billings asks if people who live next to a development and are worried about losing property value, would that count as lobbying? O'Brien says that the communications between a Cllr and an constituent does not constitute lobbying.

Guthrie asks what if a lobbyist is trying to stop something, like a neighbourhood group trying to stop a supportive housing project? O'Brien says that's a good question, the concept of the registry hinges on financial gain or interest, and they can research that.

O'Brien says that council will have the ability to define "lobbying" as granularly as possible.

Caton says she likes this idea, and thinks it's an opportunity to streamline meeting requests. Track votes seems like an accessibility issue too, may be separate, but understands why it's important.

Allt says it's important not to conflate SMP with the registry, because it includes City staff and councillors. Notes the praise for Brampton's registry as it's fairly comprehensive & even non-profits can have a pecuniary interest. Need to be clear that many ppl have sights on us

O'Rourke says that this is part of the communications work of government, and that it remains important for people to come forward with their concerns on a variety of topics. We're just adding another level of transparency.

Chew says that he's worried about throwing up a barrier, and that council is here to "demystify" processes too. Asks staff to prepare an overview of how other municipalities handle lobbying.

Guthrie says that this can be used a political hammer and we can't demonise people for doing their job. He doesn't expect any issues, and this is going to raise the bar for transparency, but we should call out demonising people for speaking to issues they're passionate about.

Recommendation approved unanimously.

Next, Municipal Accommodation Tax Update and Administration Policy. Hilary McCann from the Guelph Chamber of Commerce, and Alex Jaworiwsky, Manager of Tourism and Destination Development will present.

City's been collection MAT for just over a year, about \$1.2 million gather in that time and split with the Chamber of fulfilling tourism objectives. Have been establishing centralised approach to tourism operators, make it easier to get to yes on new attractions.

Jaworiwsky notes the creation of Destination Market Guelph, the combined efforts of the City and Chamber and covers destination development, destination management, and destination marketing.

So far they've done a lot of network development (key after the pandemic), exploring a Guelph Pass, the accessible events program for kids with sensitivities, and patio program development and way finding strategies.

McCann takes over and says that one of her first tasks was to do a destination assessment. Our visitors are

- Primarily Visiting Friends and Relatives
- Mostly from the GTA (52%)
- Getting younger, between 18-34 (41%)
- Primarily couples (27%) and families (25%)

Also, more people are coming from eastern Ontario and other areas. Why?

They love the Guelph “vibe” – quirky and vibrant • Great location for local and regional exploration

- Historic downtown with a European feel
- Foodie and festival experiences

What do they want?

- Flexible planning with itinerary creation tools
- Authentic experiences that offer purpose, meaning, and accomplishment
- Sustainable and accessible options for travel

So we created a new brand! Something that told a story and that was bright and positive and collected community experiences. McCann says that sense of community drove a lot of the feedback.

The program is currently undergoing a soft launch, offering network toolkits and training. There will be paid media and earned media, they will have measurements and metrics, especially in the realm of overnight stays, and there will be digital and print KPIs.

As for the MAT Administration Policy it's a framework for Destination Development, investing in infrastructure like wayfinding and placemaking, and build capacity with the tourism network.

A framework for Business Development Focus on customer service and creating partnerships Setting clear objectives, outcomes, and expectations Consistent reporting to measure and celebrate success.

The Funding Programs Primary Objectives:

- Attracting visitors for overnight, extended stays
- Strong collaboration w/ local & regional partners;
- Advancing Downtown attraction efforts
- Increasing sport and event offerings
- Advancing efforts on diversity, equity, and accessibility.

Three Programs

- Destination Animation Fund
- Gather Here Sponsorship Fund
- Destination Gaps and Needs Fund

With council's approval, next steps:

- Launch of funding streams for Q2 2024 and Q4 2025
- “Guelph: Gather Here” launch over Spring 2024
- Annual funding award information report
- City-Wide Wayfinding Strategy report in 2025
- Placemaking Strategy and pilot project in 2025

Now delegates! Helen Stoumbos and Mike Jean from The GOOD Games. Stoumbos says she created GOOD Games in response to a desire to create a big sports event for Guelph, and to make it inclusive for everyone. Got athletes coming in from around the world.

Stoumbos says that they're expecting 15,000 people at this year's event, and many of those people are going to her for an extended stay. Jean adds that they've seen the participation of the city drop off, and they've been told "not to expect much" from the City in terms of support

Stoumbos says that James Goodram, the new General Manager of Economic Development and Tourism, wasn't even aware of the GOOD Games till she reached out to him. He clearly doesn't listen to the Guelph Politicast!



GUELPH POLITICAST #379 – Good Games, Great Podcasting

Coming out of the pandemic, the future of sports and recreation has been top of mind because we were all encouraged to get outdoors during the lockdowns. It was the safest, and in some cases only, ...

<https://guelphpolitico.ca/2023/06/28/guelph-politicast-379-good-games-great-podcasting/>

Gibson asks about hotel stays. Stoumbos says that they filled up two blocks at the Delta and they filled up the residences on the U of G campus. Goller asks about their status and Stoumbos says they were incorporated, but they now are a non-profit.

Allt asks about bruised feelings and Guthrie calls a time out, and doesn't want anything to impugn the integrity of staff. Allt says that wasn't his intention. Stoumbos says it's been challenging to get support from the City and get any help. Her whole team is volunteer.

She says she's frustrated because she created the event as she loves Guelph and wants to share that love, but she also feels like she's not getting it back.

O'Rourke asks about the growth potential. Stoumbos says that they're modelled on the Huntsman Games, and are looking to create a sporting event that there isn't a lot of competition for. Not a lot of sporting events aimed at adults, esp. older adults.
seniorgames.net

Klassen asks about municipal support for other similar games. Stoumbos says that Vancouver uses its MAT, and the Huntsman Games get municipal support. Klassen asks if there are opportunities to interface w/City's plan. Stoumbos says yes, but it's gotta be 2-ways.

Jean says that they had conversations with people that they felt were adversarial (no names) and thought it might be because they were registered as a for-profit.

Downer asks if the group applied for City funds. Stoumbos says that they had some funding for 2020, which didn't happen for obvious reasons. Thinks there are a number of ways City can help out like shuttle buses.

Downer asks if they were looking for facilitation, help navigating the system, more than funds. Stoumbos says it's a bit of both. Can't put on an event like this without support.

Chew asks if there's an intention to expand beyond the University area. Stoumbos says that in 2020, they were looking at having the festival portion downtown, but COVID blew that up. In 2023, they were looking at doing that again and lost support a few months in advance.

Jean adds that if they get as big as they want to get, they will have to expand beyond campus.

Allt asks about the capacity for 15,000 athletes. Stoumbos notes that it's a small town in Utah that hosts the Huntsman Games, so the load for accommodation is spread out over surround towns.

Back to council for Qs. Gibson starts by asking for a breakdown of how much funds going into community vs bureaucracy? Jaworiwsky says its 50/50 for city and chamber, 20% goes to grants and that can range depending on year/strategy.

Staffing is about 20% and they're putting \$100k into reserve funds for future possibilities.

Gibson asks about family/friend visits, are those hotel stays? What brings people to hotels? Jaworiwsky says some people stay with their friends/family, but don't have exact break down. Otherwise it's biz events, conferences, or group travel.

Jaworiwsky adds that they're developing a pitch package to draw conferences and similar events to boost those hotel stays.

Gibson asks about who makes decisions about funding through the Gather Here program grants. Jaworiwsky says the applicants, who are not for profits, will be made through a staff panel as part of delegated authority to the DCAO of Public Services. For-profit thru Chamber side.

Gibson asks to see a detailed breakdown on community reinvestment of the MAT. Jaworiwsky says that's the intention of the information report around the funding streams, council can direct staff to do a formal presentation every year.

Gibson: An increase or decrease to the MAT would come through council?

Jaworiwsky: Yes.

Allt asks about Guelph events that attract people from outside the city. Jaworiwsky says events are a key driver for visits and overnight stays, what they want is to collect reporting that can back the assertion that Guelph *is* an event city.

Goodram says the MAT allows for opportunities provide seed funding and assistance and make investments that encourage people to spend time in their community.

O'Rourke says she asked for a breakdown of the three programs, wants to see that in a report before the regular meeting, but verbal now. Jaworiwsky says for 24/25, \$30k will go to Destination Animation, \$10k for Gather Here, and \$20k for Destination Gaps and Needs.

That's just the City side. O'Rourke asks why not more for Gather Here? Jaworiwsky says there are funds through Destination Marketing Guelph, which is the Chamber side, and they have different fiscal year.

O'Rourke asks about the broader strategy, how do we get more people here? McCann says they are targeting GTA area, the 401 corridor, as well as new areas they've seen visitors from. They want to incentivise people to stay overnight and bundle those opportunities.

O'Rourke asks if we're working with the U of G or large employers around business travel? Jaworiwsky says they're working closely with U of G on conference pitch package, will be sharing more as new Gather Here website is launched.

O'Rourke asks if City collects MAT when hotels used for County use of hotels. Goodram says no, but the UofG does collect MAT when using residences in the summer.

O'Rourke: Increase in hotel capacity?

Jaworiwsky: In early convos with a couple of people, but the City does recognise that we need more hotel capacity in the long and short term.

Caton asks if G2G Trail development would work for this funding? Jaworiwsky says she doesn't feel commenting on that specifically, but funds are open for groups that can demonstrate impact on placemaking.

Guthrie asks how people can show that they've met the metrics required, is it a set metric? Jaworiwsky says the requirements will be outlined in the application, larger scale events know how many attendees they'll get, and there will be a post-event report too.

Goodram notes that they haven't receive applications yet, and will learn as they go. May need to make changes and tweaks, so nothing here is carved in stone, and they'll have to see what they'll get.

Guthrie: Money going to infrastructure upgrades?

Jaworiwsky: Complicated answer, if there's a direction to make a capital investment, council will have to approve a transfer from the MAT transfer to a capital account.

Goodram: This will be more "icing on the cake."

Guthrie uses example of improving sound system in Sleeman, unlock an underperforming asset? Jaworiwsky says they would make a recommendation to council to make those investments with a report.

Clack-Bush says that they are always looking for opportunities, but wants to note that the sound system for the Sleeman Centre is not an impediment to having big concerts there.

Guthrie asks if any of this money will be for City run events? Like the Raptor games screened in Market Square in 2019. Goodram says there is the funding in the reserve fund, and they want to keep that flexible. Want to see what comes from the public though.

Clack-Bush notes that the City does have event staff at the River Run and Sleeman, but event hosting does come with risk, specifically financial risk. If a concert doesn't sell enough tickets to cover the cost that means the City takes the hit. It's better to be the seed.

Guthrie adds that Destination Next 10 years ago concluded that Guelph is good at sports and music, and he wants to encourage staff to get on with it. Got to be better at promoting the things the City is good at doing. Doesn't know what's come thru this system *yet*.

Downer adds that this project was more like 2017 than 2014, and at the time they were talking about the MAT, and then COVID hit, which has been a bigger drag on this than anything.

Recommendations approved!

Recommendation:

1. That the Municipal Accommodation Tax Administration Policy, included as Attachment-1 to Report 2024-132, dated April 3, 2024, be approved.
2. That the annual Destination Animation Program, as outlined in Attachment-1 to Report 2024-132, dated April 3, 2024, to commence second quarter (Q2) 2024, be approved.
3. That the annual Gather Here Sponsorship Program as outlined in Attachment-1 to Report 2024-132 dated April 3, 2024, to commence in Q2 2024, be approved.
4. That the Destination Gaps and Needs funding Program as outlined in Attachment-1 to Report 2024-132, dated April 3, 2024, to commence in Q2 2024, be approved.
5. That the authority to award funding programs through the Municipal Accommodation Tax Administration Policy be delegated to the Deputy Chief Administration Officer of Public Services, as outlined in Attachment-1 to Report 2024-132, dated April 3, 2024.

On Guelph Greener Homes Loan Program By-law (2023) - 20764 Update, Goller asks about number of households that have taken part in grant, and not the loan. DCAO Holmes says there's been about 15, won't affect the loan program because there is some accounting in the funding.

Correction, there's been about 20 households.

What kind of projects are people doing? Holmes says that 1/3 are looking at heat pumps, followed by energy star window, insulation, and solar panels. Staff is helping people make determinations on improvements, and Holmes says its exceeded expectations.

Recommendation: That Council authorize the updates to Guelph Greener Homes Loan Program By-law (2023) - 20764 is approved.

That's a wrap for this meeting!



@threadreaderapp unroll please!