

**THE CORPORATION OF THE TOWNSHIP OF ESSA
COMMITTEE OF THE WHOLE MEETING
WEDNESDAY, MARCH 19, 2025
6:00 p.m.**

AGENDA

Members of the public wishing to attend can do so by attending in person to the Council Chambers in the Administration Centre located at 5786 County Road 21, Utopia.

1. OPENING OF MEETING BY THE MAYOR

The Township of Essa acknowledges that we are situated on land within the area of Treaty 18, also known as the Lake Simcoe-Nottawasaga Treaty, signed on October 17, 1818 between the Government of Upper Canada and the Anishinaabe Indigenous peoples. The Anishinaabe include the Ojibwe, Odawa and Pottawatomi Nations collectively known as the Three Fires Confederacy. We are dedicated to honouring Indigenous history and culture and committed to moving forward in the spirit of reconciliation and respect with all First Nation, Metis and Inuit People.

2. DISCLOSURE OF PECUNIARY INTEREST

3. DELEGATIONS / PRESENTATIONS / PUBLIC MEETINGS

- p. 1 **a. Presentation**
 Mike McCann, SunFlow Solar.

STAFF REPORTS

4. PLANNING AND DEVELOPMENT / BUILDING

- p. 16 **a. Staff Report PD007-25 submitted by the Development Planner, re: SPA – 5902
 County Road 10 – English Logistics.**

Recommendation: **BE IT RESOLVED THAT** Staff Report PD007-25 be received for information purposes.

5. PARKS AND RECREATION / COMMUNITY SERVICES

- p. 18 **a. Staff Report PR005-25 submitted by the Manager of Parks and Recreation, re:
 Ivy Baseball Fees Waived.**

Recommendation: **BE IT RESOLVED THAT** Staff Report PR005-25 be received for information purposes.

6. FIRE AND EMERGENCY SERVICES

7. PUBLIC WORKS

- p. 20 a. **Staff Report PW003-25 submitted by the Manager of Public Works, re: Award of Quotation – 2025 Granular Gravel Supply.**

Recommendation: **BE IT RESOLVED THAT** Staff Report PW003-25 be received; and **THAT** the quotation as received from **Duivenvoorden Haulage Ltd.** be accepted in the amount of **\$305,020.00 (excluding HST)**, to supply and place Granular 'A' Gravel on various locations within the Township limits, and to deliver to stockpile granular for supply, contingent upon a WSIB Clearance Certificate and a copy of Insurance being provided to the Township, to the Township's satisfaction.

- p. 24 b. **Staff Report PW004-25 submitted by the Manager of Public Works, re: Award of Tender - 2025 Dust Suppressant Application.**

Recommendation: **BE IT RESOLVED THAT** Staff Report PW004-25 be received; and **THAT** the quotation as received from **Den-Mar Brines Ltd.** be accepted in the amount of **\$39,390 (excluding HST)**, to supply and place Calcium Chloride Dust Suppressant on the Township's gravel roads, contingent upon a WSIB Clearance Certificate and a copy of Insurance being provided to the Township, to the Township's satisfaction.

- p. 26 c. **Staff Report PW005-25 submitted by the Manager of Public Works, re: Award of Tender - 2025 Street Sweeping.**

Recommendation: **BE IT RESOLVED THAT** Staff Report **PW005-25** be received; and **THAT** the quotation as received from **Glen's Sweeping Ltd.** for the 2025 Street Sweeping RFQ be accepted in the amount of **\$70,465.88 (excluding HST)** as per Township specifications, contingent upon WSIB Clearance Certificate and a copy of Insurance being provided to the Municipality; and **THAT** the Roads Supervisor be authorized to arrange for the necessary works to be completed.

- p. 28 d. **Staff Report PW006-25 submitted by the Manager of Public Works, re: Award of Quotation - 2025 Line Paint and Traffic Calming Pavement Markings.**

Recommendation: **BE IT RESOLVED THAT** Staff **PW006-25** be received; and **THAT** the quotation as received from **Precision Markings Inc.** for Line Paint & Traffic Calming Pavement Markings be accepted in the amount of **\$22,000.00 (excluding HST)** contingent upon a WSIB Clearance Certificate and a copy of Insurance being provided to the Township, to the Township's satisfaction.

8. FINANCE

9. CLERKS / BY-LAW ENFORCEMENT / IT

- p. 31 a. **Staff Report C004-25 submitted by the Deputy Clerk, re: Community Assistance Grants.**

Recommendation: **BE IT RESOLVED THAT** Staff Report C004-25 be received; and That Council approve the recommended tax exemption and donation amounts as presented in Attachment No. 2 of this Report.

- p. 38 b. **Staff Report C005-25 submitted by the Deputy Clerk, re: Special Occasion Permit Request - Murphy's Farm Market.**

Recommendation: **BE IT RESOLVED THAT** Staff Report C005-25 be received, and **THAT** Council approve the request from Murphy's Farm Market to serve alcohol on between the hours of 11: a.m. to 7:00 p.m. at 5141 County Road 10 on the following dates:

- July 25 through July 27, 2025; and

THAT this approval is conditional upon a copy of the certificate of insurance in the amount of \$5,000,000.00 being provided to this municipality, listing the Township of Essa as additional insured.

10. CHIEF ADMINISTRATIVE OFFICER (C.A.O.)

11. OTHER BUSINESS

12. ADJOURNMENT

Recommendation: **BE IT RESOLVED THAT** this meeting of Committee of the Whole of the Township of Essa adjourn at _____pm., to meet again on the 2nd day of April, 2025 at 6:00 p.m.

3a

Thank You Essa Council



Where Town and Country Meet

SunFlow Team:

- Mike McCann
- Dana Berman
- Fang Mei

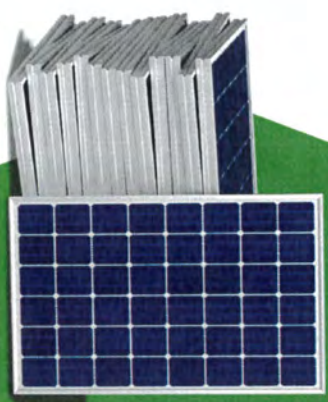
The SunFlow logo is positioned at the top of a blue banner, featuring a stylized sun icon and the text 'SunFlow™ INTELLIGENT > SOLAR < INVESTMENT'. Below the banner is a photograph of a large array of solar panels installed on a grassy field under a clear blue sky. At the bottom right of the graphic is a red maple leaf with a white circle containing '100%' and the word 'Canadian' below it.

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**INSTALL SOLAR,
SAVE MILLIONS,
0 COST!**

YES, it's FREE!



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Tonight's discussion topics :::



NET-METERING



WHAT IS PPA



**ESSA COUNCIL
STRATEGIC PLAN**



**IDENTIFY LOCATIONS
AND PILOT PROJECT**



SUNFLOW IS 100% CANADIAN



Solar. Net-Metering

#4 YouTube

Understanding net metering
for solar pv system in Ontario



EDIT 1

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PPA. Power Purchase Agreement. Reduce Taxes and Manage Utility Costs.

#3 YouTube

Power Purchase Agreements in Ontario



5

PPA



Where Town and Country Meet

Council Strategic Plan 2022-2026

The 2022-2026 Essa Strategic Plan aligns strategic priorities, people, processes and technologies to deliver on commitments during this term of Council

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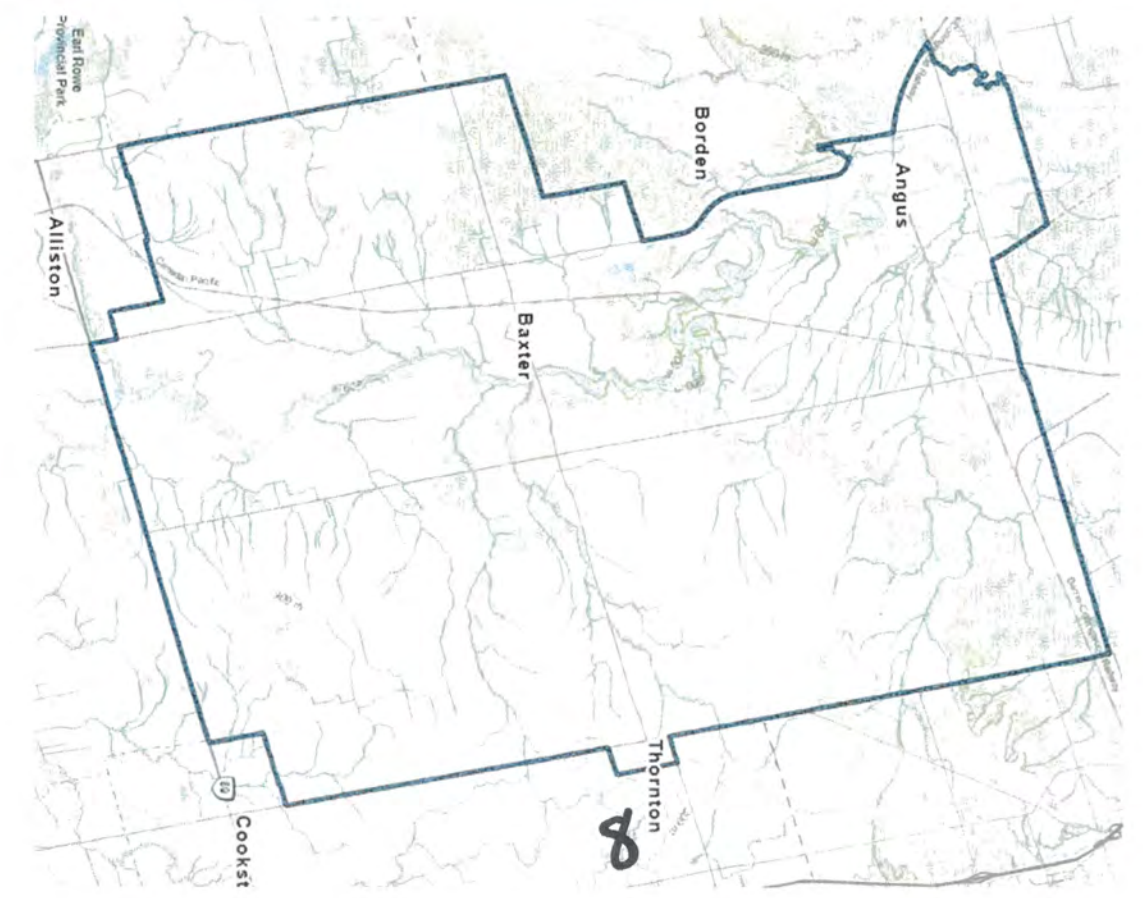
**Where Town &
Country Meet
To Live And
Grow Together
in Health,
Prosperity & Peace.**



Purpose Of The Municipal Strategic Plan

Essa Township will be a place where town and country meet in a safe and healthy environment; the local government structure will serve you with a responsible plan going forward while protecting and preserving resources and linking people with communities.

Purpose...
The purpose of this Strategic Plan is to align priorities through leadership and collaboration, to provide for engagement and to establish Goals and Objectives.



Priorities Of Council

Solar hitting 75% of Council's Priorities

1 Schools

2 Financial Sustainability

3 Solid Infrastructure

4 Environmental Stewardship

5 Protection of Farmland

6 Affordable housing

7 Reasonable tax

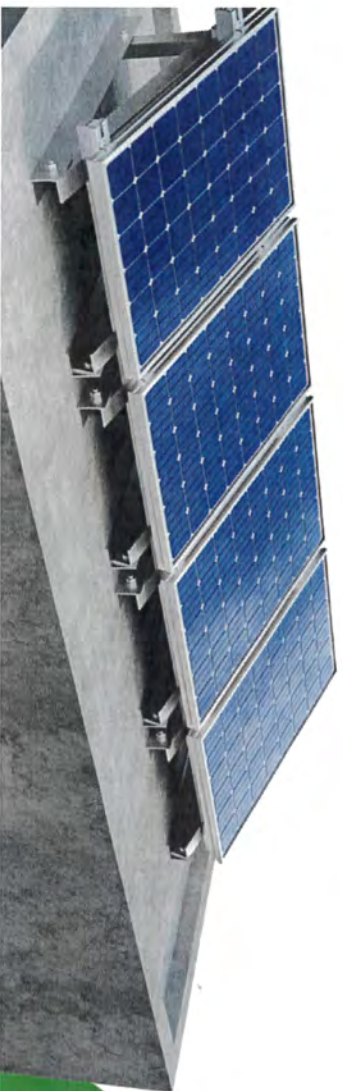
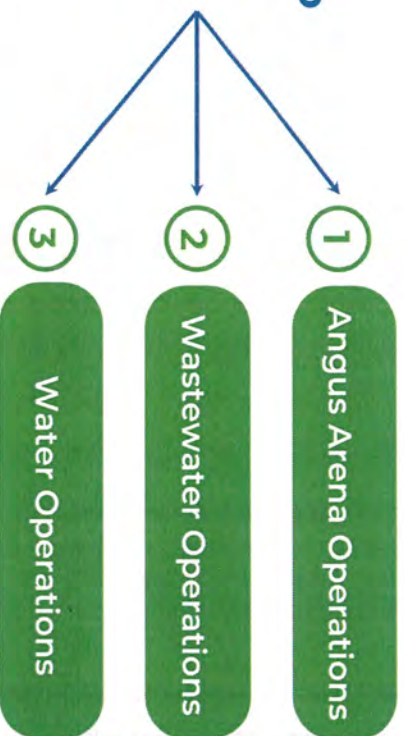
8 Smart growth

9 Attracting industry

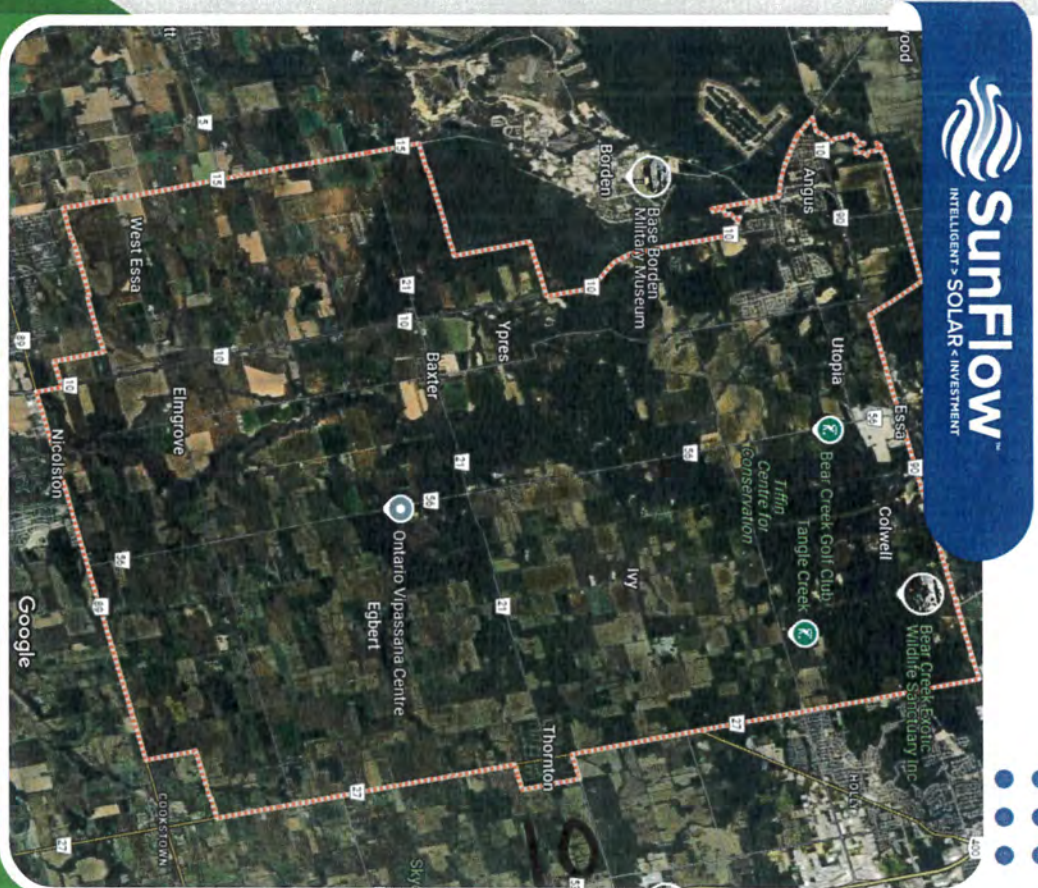


PILOT PROJECT

Install solar to supply power to 3 municipal locations:



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Pilot Project Identified Locations

Angus Arena Operations



- \$73,000 operations budget (2025)
- 469,994 kWh annual usage
- Proposed system: 419,379 kWp

Wastewater Operations



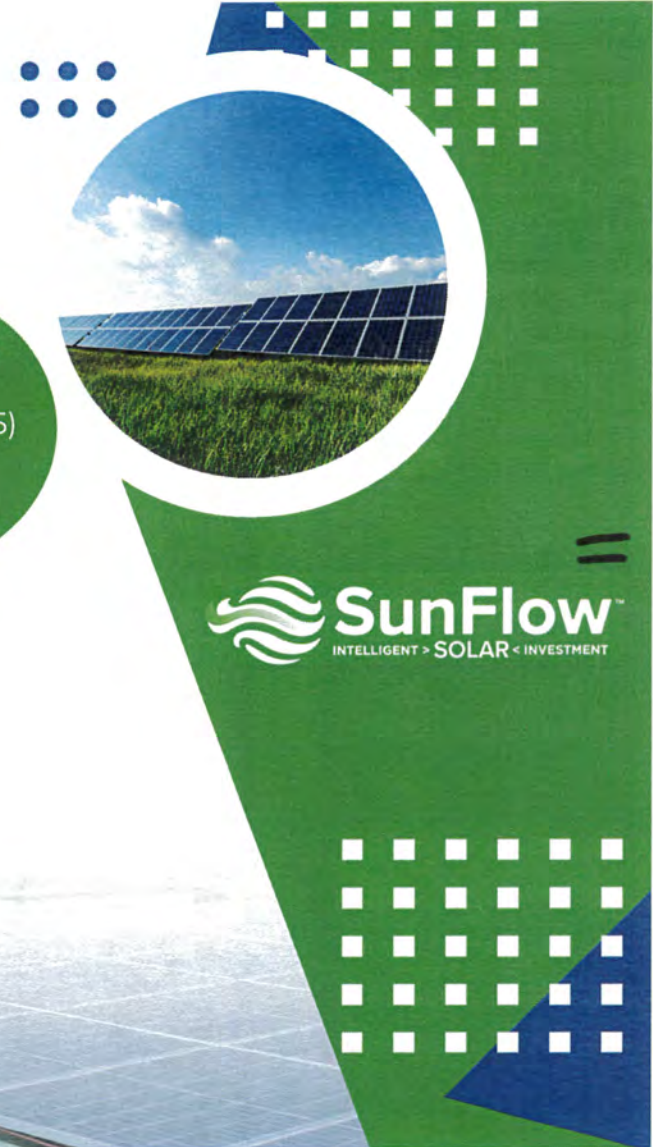
- \$166,464 operations budget (2025)
- 968,679 kWh annual usage
- Proposed system: 864,360 kWp

Water Operations

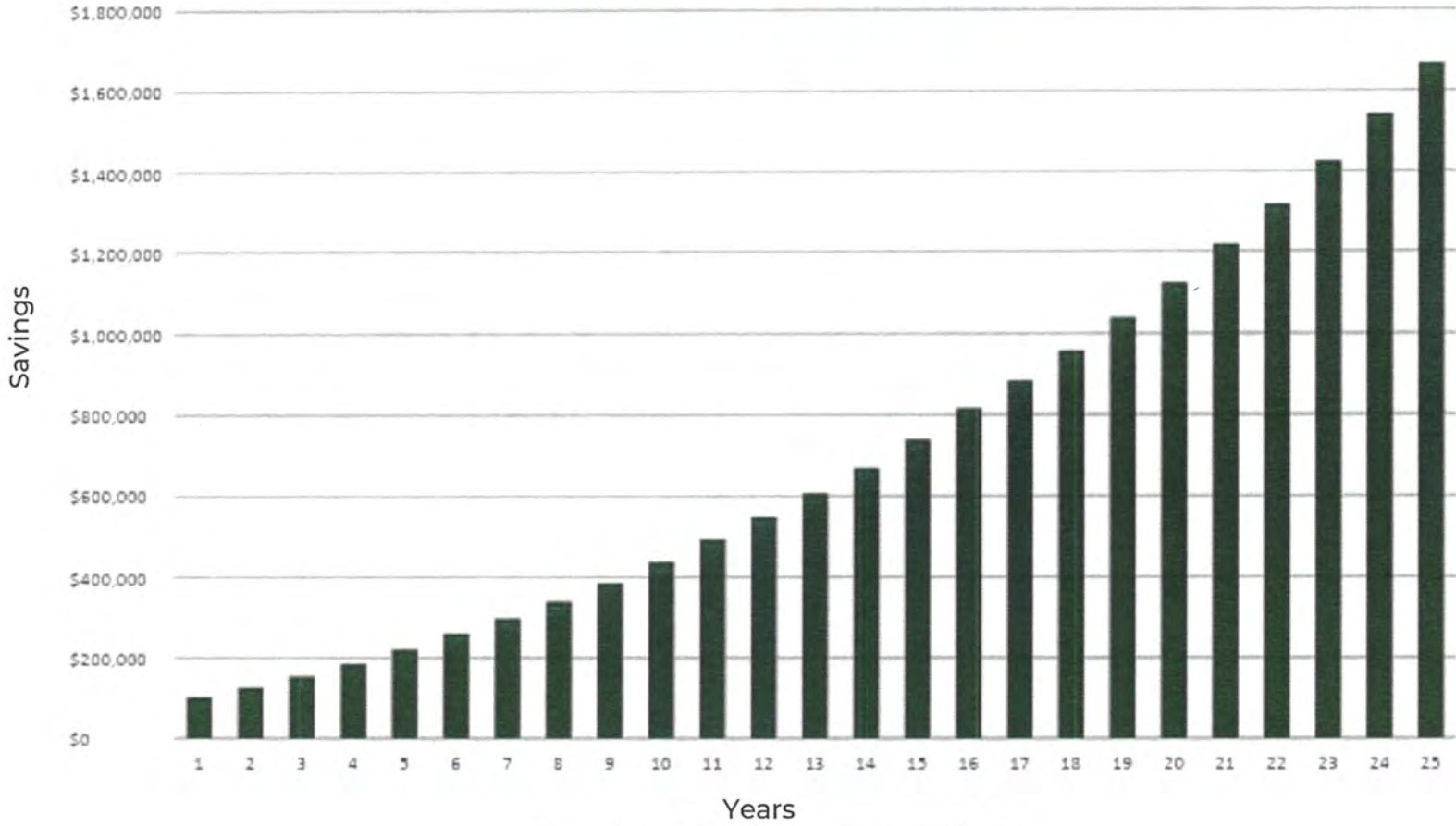


- \$147,737 operations budget (2025)
- 896,479 kWh annual usage
- Proposed system: 799,935 kWp

**100% Solar coverage targeted
with NO cost to taxpayers.**



PA Savings vs. Conventional Hydro (Pilot Project)

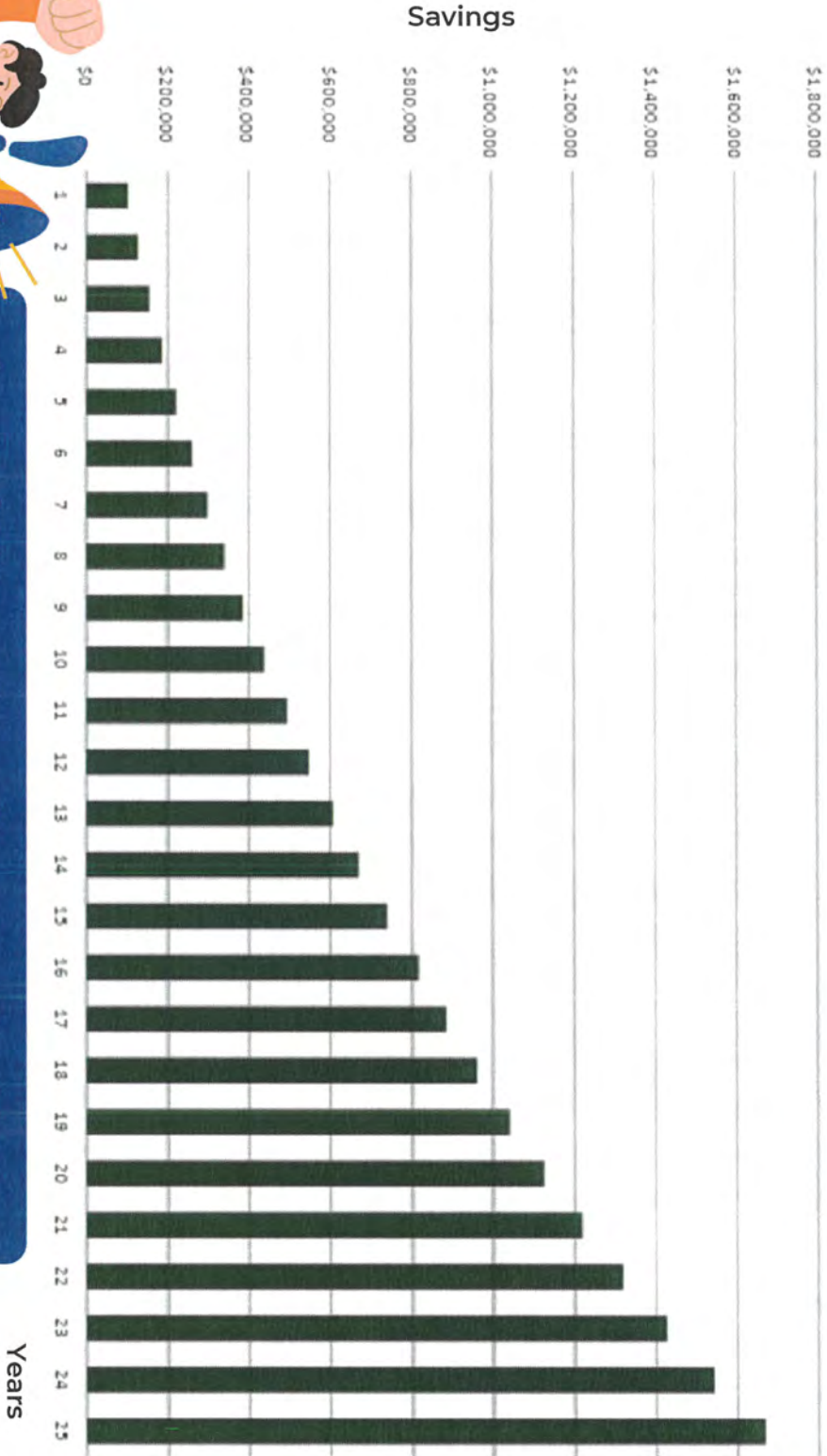


Projected total 25 year savings of \$17.5M

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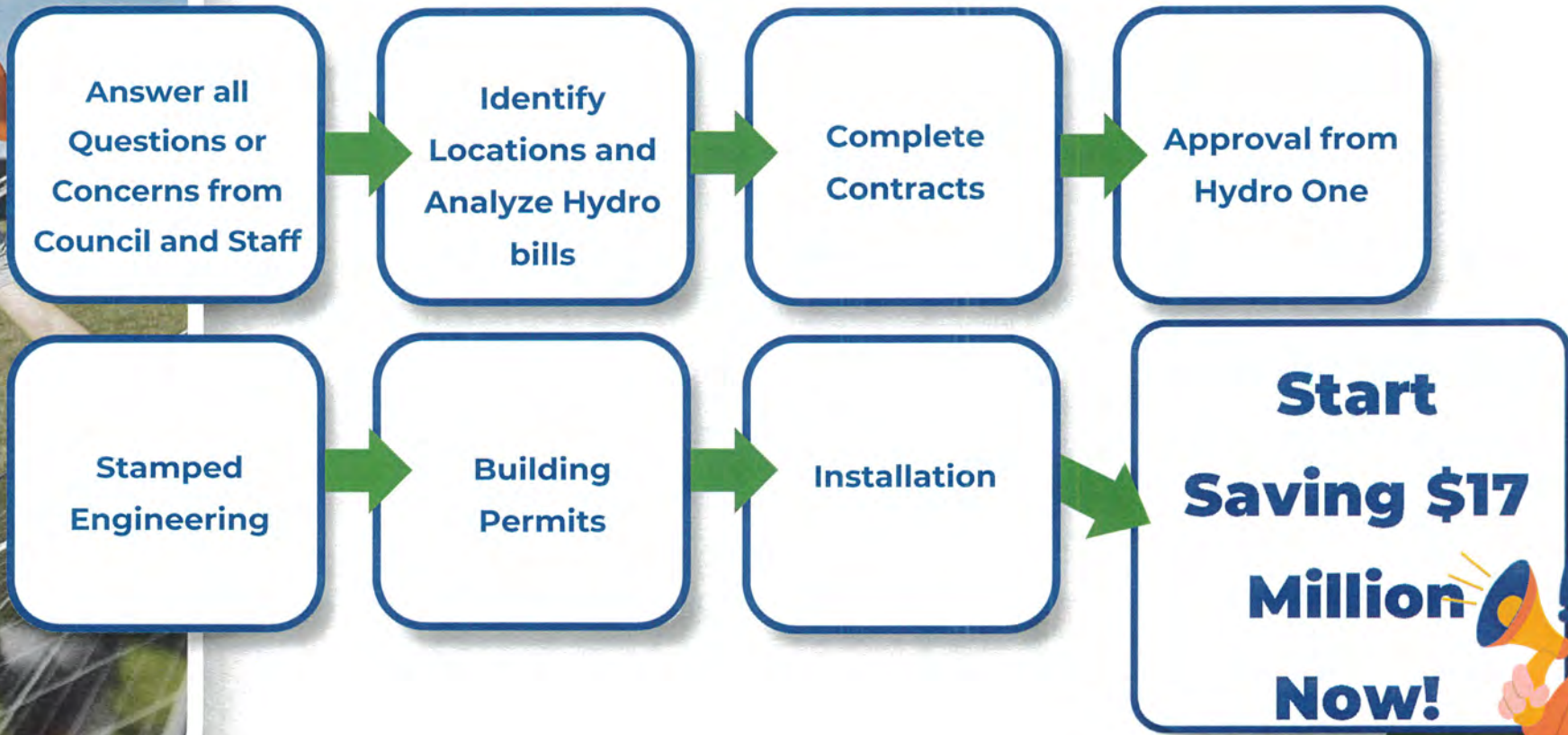
PA Savings vs. Conventional Hydro (Pilot Project)



\$17 Million of Savings at No Cost



Next Steps



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SunFLOW™

SunFlow is one of the

longest-running Solar Companies in Canada



SunFlow is 100% Canadian





TOWNSHIP OF ESSA STAFF REPORT

STAFF REPORT NO.: PD007-25

DATE: March 19th, 2025

TO: Committee of the Whole

FROM: Owen Curnew,
Development Planner

SUBJECT: SP4-23 – 5902 County Road 56 (English Logistics) – Site Plan Agreement

RECOMMENDATION

That Staff Report PD007-25 be received for information purposes.

BACKGROUND

In January of 2022, an application for a Consent (File No. B2-22) was submitted to allow for the creation of a new lot on lands known as 6030 County Road 10. The Committee of Adjustment approved the Consent on January 28th, 2022. A condition of the Consent was to have the applicant rezone the retained portion of land known as 4902 County Road 10 from Agricultural to Agricultural with Special Provisions (A-1) to prevent future residential development on the retained lands.

The applicant submitted a Zoning By-law Amendment (Z10-22) on April 3rd, 2023, which was circulated on April 11th, 2023. The applicant proposed rezoning of the actively farmed portion of the property to from Agricultural (A) to Agricultural with Special Provisions (A-1) to satisfy a condition of the above-mentioned Consent application. The applicant further proposed rezoning of an unfarmed portion of land from Agricultural (A) to Commercial Agricultural with Special Provisions (C5-4). Staff provided comments to the applicant on May 11th, 2023 and a Public Meeting was held on September 20th, 2023, where the applicant provided a presentation in support of the application. Council was provided and chose to receive a Staff Report (PD29-23) recommending support of the application, and a subsequent approval by Council was given on December 6th, 2023, where By-Law No 2023-72 was passed.

In February 2024, an application was made to the Township for Site Plan Control in support of a Commercial Agricultural Building. Staff has gone through three (3) circulations of materials to Agencies and Departments, and the applicant has satisfied all relevant concerns.

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COMMENTS AND CONSIDERATIONS

During the Public Meeting held on September 20th, 2023, neighbouring resident, David Vander Zag identified concerns regarding drainage near the rail line, suggesting that the spring melt causes seasonal flooding in the area due to issues with the existing culvert. Concerned that the development would increase the flooding in the culvert near the railway track, the resident asked that the applicant ensure stormwater drainage be addressed before approvals are given. No further public comments were brought forward.

The applicant submitted a Stormwater Management Report/Plan which has been reviewed and approved by Greenland Engineering and Township Engineering Staff. Staff has been assured that the proposed development will have no impact to neighbouring or municipal properties, or the County right-of-way. Additionally, the applicant was asked to enter into a development agreement with the County of Simcoe pertaining to road widening.

The SPCA was signed by the Mayor and Clerk at the Township Council Meeting of March 5th, 2025. Signed copies were subsequently submitted to the Township Solicitor for registration on title on March 6th, 2025.

FINANCIAL IMPACT

No perceived Financial Impact.



Manager of Finance Approval

SUMMARY/OPTIONS

Council may consider:

- 1. Receive this report for information purposes.
- 2. Direct staff in another manner Council deems appropriate.

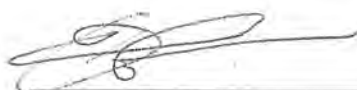
CONCLUSION

Option #1 is recommended.

Respectfully submitted by:

Reviewed by:

Reviewed by:



Owen Curnew,
Development Planner



Samuel Haniff,
Manager of Planning



Michael Mikael,
CAO



TOWNSHIP OF ESSA STAFF REPORT

STAFF REPORT NO.: PR002-25
DATE: March 19th, 2025
TO: Committee of the Whole
FROM: Chris Rankin, Manager of Parks and Recreation
SUBJECT: Ivy Minor Baseball Request

RECOMMENDATION

That Staff Report PR002-25 be received; and

That Council approve the request of Ivy Minor Baseball to waive the applicable fees in respect to Challenger baseball rentals for the 2025 season for Ivy Minor Baseball.

BACKGROUND

Each season, Ivy Minor Baseball brings forward a request to have fees waived and exempted from the Township for Challenger Baseball. The industry standard best practice along with consistency with other municipalities and organizations is to charge the corresponding field rates set out in the Township's fee schedule. There is a cost to the Township to provide amenities and operate services. Grass cutting, diamond grooming, tree limb removal, fence repairs, electrical/lighting, line trimming, and water irrigation are some of the expenses that are considered with use of municipal diamonds.

COMMENTS AND CONSIDERATIONS

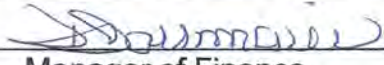
The baseball season typically operates from May 15th to September 15th of each year. As per the website 'Challenger baseball is an adaptive program that provides an opportunity for children, youth and adults with cognitive and/or physical disabilities to enjoy the full benefits of participating in organized baseball at a level structured to their abilities.' The Challenger baseball team are estimated to utilize the diamonds for 13 Saturdays for 3 hours each totaling 39 hours for the 2025 season.

It should be noted that if the Township decides to make fee exceptions for requests from an organization, there is a strong possibility that other groups and organizations within the community may approach the Township and request for similar fee reductions. Other groups who rent outdoor amenities from the Township currently in addition to Ivy Minor Baseball are Angus Minor Baseball, Angus United Soccer, Barrie Masters Lacrosse and Essa Hockey.

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FINANCIAL IMPACT

If Council chooses to waive the Challenger fees, the total cost waived is \$440.70 for the 2025 season.



Manager of Finance

SUMMARY/OPTIONS

Council may:

1. Take no further action, thereby not approving the request of Ivy Minor Baseball.
2. **Approve the request of Ivy Minor Baseball to waive the applicable fees in respect of Challenger baseball rental for the 2025 season for Ivy Minor Baseball.**
3. Direct staff in another course of action.

CONCLUSION

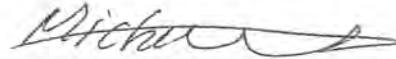
Staff recommends **Options # 2** be approved at this time based on past precedent and value to the community.

Respectfully submitted,



Chris Rankin
Manager of Parks and Recreation

Reviewed by,



Michael Mikael
CAO



TOWNSHIP OF ESSA STAFF REPORT

STAFF REPORT NO.: PW003-25
DATE: March 19th, 2025
TO: Committee of the Whole
FROM: John Kolb, Manager of Public Works
SUBJECT: Award of Quotation – 2025 Granular Gravel Supply

RECOMMENDATION

That Staff Report PW003-25 be received; and

That the quotation as received from **Duivenvoorden Haulage Ltd.** be accepted in the amount of **\$305,020.00 (excluding HST)**, to supply and place Granular 'A' Gravel on various locations within the Township limits, and to deliver to stockpile granular for supply, contingent upon a WSIB Clearance Certificate and a copy of Insurance being provided to the Township, to the Township's satisfaction.

BACKGROUND

The RFQ for the 2025 Granular Supply was posted on the Township's website, as well as Biddingo and was circulated in accordance with Essa's Procurement Policy A17-01. The closing date for this was Friday February 28th, 2025, at 2:00 pm.

Included in the 2025 budget under Roadway Maintenance - Gravel, Resurfacing, Patching and Pits, Council approved \$123,000.00 (2025 Operating Budget for the following gravel roads (Table 1):

Road	Length	Area	Depth	Volume	Total Tonnes
9 th Line CR21 to 10SR	2800	19600	0.15	2940	5880
Total Tonne					5880

**The above total tonne includes a 10% shrinkage factor.*

7a

The following quantities of gravel type A were estimated in the 2025 Capital Budget for the resurfacing projects (Table 2):

Road	Length	Area	Depth	Volume	Total Tonnes
6 th Line Resurfacing	400	3600	0.15	540	1080
8 th Line Resurfacing	1400	12600	0.15	1890	3780
Total Tonne					4860

*The above total tonne includes a 10% shrinkage factor.

COMMENTS AND CONSIDERATIONS

The following is a summary of results:

BIDDER	TOTAL PER ITEM BID: 1) Type A - Various locations in Essa - 12,000 tonnes 2) Stockpile - 2,000 tonnes 3) Type B - Various locations in Essa - 3,600 tonnes	Unit Price (2025)	TOTAL BID (Excluding applicable tax)
Duivenvoorden Haulage Ltd.	1. \$218,400.00 2. \$36,400.00 3. \$50,220.00	1) \$18.20 2) \$18.20 3) \$13.95	\$305,020.00
John Eek & Son Ltd.	1. \$227,400.00 2. \$35,900.00 3. \$55,800.00	1) \$18.95 2) \$17.95 3) \$15.50	\$319,100.00
Lafarge	1. \$258,000.00 2. \$35,500.00 3. \$59,400.00	1) \$21.50 2) \$17.75 3) \$16.50	\$352,900.00

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FINANCIAL IMPACT

The 2025 Operating Budget approval for Gravel Roads Maintenance is **\$123,000 to supply 5,880 tonnes** for the Gravel Roads (9th Line). The Duivenvoorden price is \$107,016.00 based on supplying 5880 tonnes.

2025 Public Works prioritized Capital Budget included the following approved resurfacing projects:

Road	Total Tonne	Duivenvoorden Unit Price per tonne	Total Cost excluding HST	Approved Capital Budget	Remaining Capital Budget
8 th Line Resurfacing/ 6 th Line Asphalt	4,860	\$18.20	\$88,452.00	\$600,000.00	\$511,548.00

All received quotations were evaluated by staff utilizing the established evaluation weight criteria. In accordance with the Procurement Policy, "the lowest bid is not necessarily accepted".

Reference checks were conducted by staff as per the evaluation criteria stated in the RFQ which formed a part of the decisions to recommend to Council awarding the RFQ to **Duivenvoorden Haulage Ltd.**



Manager of Finance

SUMMARY/OPTIONS

Council may:

1. Take no action.
2. Award the Quotation to **Duivenvoorden Haulage Ltd.** in the amount of **\$305,020.00 (excluding HST)**, to supply and place Granular 'A' & Granular 'B' Gravel on various locations within the Township limits, and to deliver to stockpile granular for supply, contingent upon a WSIB Clearance Certificate and a copy of Insurance being provided to the Township, to the Township's satisfaction.
3. Direct Staff in another course of action.

7a

CONCLUSION

Staff recommends that **Option 2** be approved, given that this supplier is in a good standing with the Township and with no known past performance problems.

Respectfully submitted by:

Reviewed by:

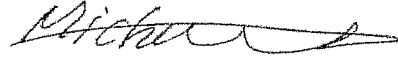
Reviewed by:

JEREMY WALTON

Jeremy Walton
GIS Technician



John Kolb
Manager of Public Works



Michael Mikael, P. Eng
Chief Administrative Officer



TOWNSHIP OF ESSA STAFF REPORT

STAFF REPORT NO.: PW004-25
DATE: March 19th, 2025
TO: Committee of the Whole
FROM: John Kolb, Manager of Public Works
SUBJECT: Award of Tender – 2025 Dust Suppressant Application

RECOMMENDATION

That Staff Report **PW004-25** be received; and

That the quotation as received from **Den-Mar Brines Ltd.** be accepted in the amount of **\$39,390 (excluding HST)**, to supply and place Calcium Chloride Dust Suppressant on the Township's gravel roads, contingent upon a WSIB Clearance Certificate and a copy of Insurance being provided to the Township, to the Township's satisfaction.

BACKGROUND

The RFQ for the 2025 Dust Suppressant was posted on the Township's website, as well as Biddingo website and circulated in accordance with Essa's Procurement Policy A17-01. The closing date for this was Friday February 28th, 2025, at 2:00 pm.

Included in the 2025 Public Works Operating Budget, Council approved \$40,000 for this project to be completed.

COMMENTS AND CONSIDERATIONS

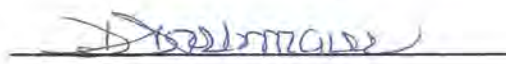
The following is a summary of results:

Bidder	Type of Dust Suppressant	Quantity (Liters)	Unit Price	Total Price Excluding HST
Den-Mar Brines	1) Liq. Calcium Chloride 18%	300,000	\$0.1313	\$39,390.00
Da-Lee	1) Liq. Calcium Chloride 35%	150,000	\$0.37	\$55,500.00

7b

FINANCIAL IMPACT

Council approved \$40,000 in the 2025 Public Works Operating Budget for dust suppressant. The lowest Bidder is \$610 below the approved budget.



Manager of Finance

SUMMARY/OPTIONS

Council may:

- 1. Take no action.
- 2. Award the Quotation to the lowest bidder, **Den-Mar Brines Ltd.**
- 3. Direct Staff in another course of action

CONCLUSION

Staff recommends that **Option 2** be approved, given that this supplier is in a good standing with the Township and with no known past performance problems.

Respectfully submitted,

Submitted by,

Respectfully submitted by:

Reviewed by:

Reviewed by:

JEREMY WALTON

Jeremy Walton
GIS Technician



John Kolb
Manager of Public Works



Michael Mikael, P. Eng
Chief Administrative Officer



TOWNSHIP OF ESSA STAFF REPORT

STAFF REPORT NO.: PW005-25
DATE: March 19th, 2025
TO: Committee of the Whole
FROM: John Kolb, Manager of Public Works
SUBJECT: Award of Tender – 2025 Street Sweeping

RECOMMENDATION

That Staff Report **PW005-25** be received; and

That the quotation as received from **Glen's Sweeping Ltd.** for the 2025 Street Sweeping RFQ be accepted in the amount of **\$70,465.88 (excluding HST)** as per Township specifications, contingent upon WSIB Clearance Certificate and a copy of Insurance being provided to the Municipality; and

That the Roads Supervisor be authorized to arrange for the necessary works to be completed.

BACKGROUND

The RFQ for the 2025 Street Sweeping was posted on the Township's website, as well as Biddingo website and circulated in accordance with Essa's Procurement Policy A17-01. The closing date for this was March 7th, 2025 at 2:00 pm.

Included in the 2025 budget, Council approved \$65,000 for this project to be completed.

COMMENTS AND CONSIDERATIONS

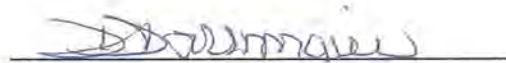
The following is a summary of results:

BIDDER	Dep. ✓	ESSA ROADS	PARKS ARENAS	COUNTY	SUB-TOTAL (NO HST)	HOURLY RATE
Glen's Sweeping Ltd.	\$10,000	\$63,752.38	\$2,500.00	\$4,213.50	\$70,465.88	\$175
A&G Ltd.	\$10,000	\$94,305.00	\$1,800.00	\$6,784.00	\$102,889.00	\$224

All received quotations were evaluated by staff utilizing the established evaluation weight criteria. In accordance with the Procurement Policy, "the lowest bid **is not** necessarily accepted".

FINANCIAL IMPACT

2025 approved Public Works budget - \$65,000. The lowest bid submitted for the Essa streets is \$63,752.38 (excluding \$4,213.50 for County Roads - \$2,500 for Parks & Recreation Arenas).



Manager of Finance

SUMMARY/OPTIONS

Council may:

- 1. Take no action.
- 2. Award the Quotation to the lowest bidder, **Glen's Sweeping Ltd.** in the amount of **\$70,465.88** excluding HST.
- 3. Direct Staff in another course of action

CONCLUSION

Staff recommends that **Option 2** be approved, given that this Glen's Sweeping Ltd. is in a good standing with the Township and with no known past performance problems.

Respectfully submitted,

Submitted by,

Respectfully submitted by:

Reviewed by:


Reviewed by:

JEREMY WALTON

Jeremy Walton
GIS Technician



John Kolb
Manager of Public Works



Michael Mikael, P. Eng
Chief Administrative Officer

CAO



TOWNSHIP OF ESSA STAFF REPORT

STAFF REPORT NO.: PW006-25
DATE: March 19th, 2025
TO: Committee of the Whole
FROM: John Kolb, Manager of Public Works
SUBJECT: Award of Quotation:
 Line Paint & Traffic Calming Pavement Markings

RECOMMENDATION

That Staff Report **PW006-25** be received; and

That the quotation as received from **Precision Markings Inc.** for Line Paint & Traffic Calming Pavement Markings be accepted in the amount of **\$22,000.00** (excluding HST) contingent upon a WSIB Clearance Certificate and a copy of Insurance being provided to the Township, to the Township's satisfaction.

BACKGROUND

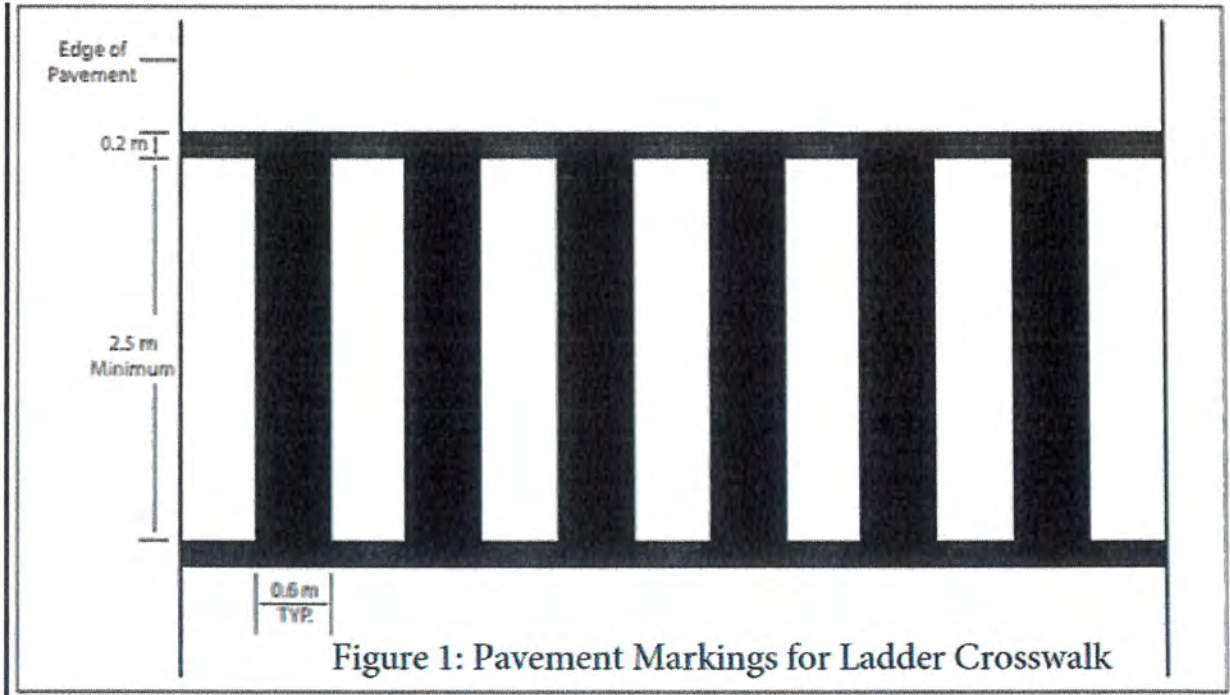
A Tender was posted on the Township website and Bidingo for the Line Paint & Traffic Calming Pavement Markings. The closing date for this was March 7th, 2025 at 2:00 pm.

Included in the 2025 budget, Council approved \$55,000 for this project to be completed.

Bidder	Total (excluding HST)
Precision Markings Inc.	\$22,000.00
Apex Pavement Markings Inc.	\$29,482.50
Arenes Construction Ltd.	\$64,770.00

The Traffic Calming Pavement Markings works are to include the following:

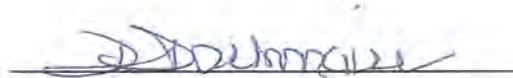
- "Slow Down Markings" on Rural Roads in 7 locations (2 locations on 5th Line – 2 locations on 10th Sideroad – 2 locations on 20th Sideroad-1 location 6th Line)
- 7 Ladder Crosswalk Markings (Simcoe & Raglan Streets – Sydenham & Auburn Streets – Greenwood Drive & Maplewood Drive – Roth Street & Our Lady of Grace School)
- Parking Stalls (Handicap & EV) – Crosswalks (Thronton Arena – Angus Arena – Angus Fire Hall – Roads Garage)



FINANCIAL IMPACT

Publicworks - Line Paint & Traffic Calming Pavement Markings: The lowest partial bid of \$18,840.00 (excluding applicable tax) will come from the 2025 approved operating budget (\$14,000 to come from Safety Equipment Budget Line, and \$4,840.00 to come from Traffic Calming Budget Line).

Parks & Recreation – Line Paint & parking Stalls: The lowest partial bid of \$3,160.00 (excluding applicable tax) will come from the 2025 approved Parks & Recreation operating budget.



Manager of Finance

SUMMARY/OPTIONS

Council may:

1. Take no action.
2. Award the quotation to **Precision Markings Inc.** for Line Paint & Traffic Calming Pavement Markings be accepted in the amount of **\$22,000.00 (excluding HST)**, contingent upon a WSIB Clearance Certificate and a copy of Insurance being provided to the Township, to the Township's satisfaction.
3. Direct Staff in another course of action

CONCLUSION

Staff recommends that **Option 2** be approved, given that this contractor is in a good standing with the Township.

Respectfully submitted,

Submitted by,

Respectfully submitted by:

Reviewed by:

Reviewed by:

JEREMY WALTON

Jeremy Walton
GIS Technician



John Kolb
Manager of Public Works



Michael Mikael, P. Eng
Chief Administrative Officer



TOWNSHIP OF ESSA STAFF REPORT

STAFF REPORT NO.: C004-25
DATE: March 19, 2024
TO: Committee of the Whole
FROM: Sarah Corbett, Acting Clerk
SUBJECT: 2025 General Assistance Grants

RECOMMENDATION

That Staff Report C004-25 be received; and

That Council approve the recommended tax exemption and donation amounts as presented in Attachment No. 2 of this Report.

BACKGROUND

Each year the municipality provides an opportunity for non-profit and/or charitable organizations to submit an application for the consideration of Council to receive tax exemptions and/or financial grants as part of its General Assistance Grant Program (see Attachment No. 1 to review Policy A01-19 "Community Assistance Grants"). The purpose of the Program is to assist in providing support to organizations whose initiatives add to the quality of life for residents of Essa Township.

The application period opens in November and typically closes January 31st each calendar year. However, due to the Canada Post mail strike, closing was extended to February 28, 2025.

In accordance with the Policy, eligibility criteria to met by the applicant is as follows:

- A not-for-profit, or registered charitable organization; and
- Operated by a volunteer base; and
- Provide accessible, needed, and worthwhile service proven to benefit the Township of Essa residents.

COMMENTS AND CONSIDERATIONS

Letters and applications were mailed out to previous recipients on January 3, 2025 informing that submission for consideration of Essa's 2024 Municipal Grant must be made prior to the deadline of February 28, 2025. Additionally, staff advertised by posting notice on its website (Newsfeed as well as the Municipal Grant webpage) and on social media channels, where it was pushed during the months of January and February 2025.

As of the deadline date for submission (February 28, 2025) the Clerk's Department has received 15 applications (with the required supplementary documentation) of which are summarized for Council's consideration (Attachment No. 2) and approval.

9a

FINANCIAL IMPACT

\$9,700.00 was approved in the 2025 Operating Assistance Budget for the Municipal Grants/Donations Program. This amount includes \$600 in additional funding earmarked for South Simcoe Streams Network, during the 2025 Council Budget deliberations.

Should Council approve the amounts as recommended (refer to Attachment No. 2), the total to be awarded to recipients would be \$9,950.00, thereby leaving \$-250.00 for Council's consideration of future requests (in the event that applications are received at a later date in 2025).


Manager of Finance

SUMMARY/OPTIONS

Council may:

1. Take no further action, thereby receiving the Report and not approving any municipal grants in 2025.
2. **Approve the recommended tax exemption and donation amounts as presented in Attachment No. 2 of this Report.**
3. Approve the tax exemption and donation amounts with adjustments as deemed appropriate by Council.

CONCLUSION

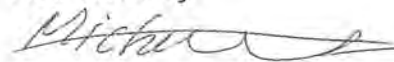
It is recommended that Council approve **Option No. 2.**

Respectfully submitted by:



Sarah Corbett
Acting Clerk

Reviewed by:



Michael Mikael, P.Eng
Chief Administrative Officer

Attachments:

1. Copy of Policy A01-19 "Community Assistance Grants"
2. Summary of 2025 Community Assistance Grant Applicants with recommended allocations

9a



Township of Essa
Policy # A01-19 "Community Assistance Grants"

SUBJECT: Community Assistance Grants	Date issued: February 28, 2019	Effective Date: March 6, 2019	Resolution No: CW045-19
SCOPE: STAFF, COUNCIL AND APPLICANTS		Revised: n/a	Page 1 of 2

A. PURPOSE:

The Township of Essa's Community Assistance Grants Policy establishes eligibility requirements and outlines application requirements. The Community Assistance Grant Program is available to help support not-for-profit organizations, whose initiatives add to the quality of life for the residents of Essa Township as a whole.

B. GRANT APPLICATION PROCESS:

All completed applications must be submitted to the Clerk's Department, no later than January 31st of each calendar year, with all supporting documentation attached as follows:

1. Brief description of the organization, including its constitution, mission statement, or statement of purpose.
2. Purpose for which the Grant will be used.
3. Previous Years financial statement.
4. Proposed Budget for the current operating year.
5. Reporting on how previous years Grants were used.
6. List of volunteer Board of Directors/Executive (name, address and telephone number).
7. Other sources of funding the applicant has applied for or obtained.
8. Signature of signing authority (ies).

C. ELIGIBILITY CRITERIA

In order to be eligible for a Community Grant, applicants must meet all of the following criteria:

1. Must be a not-for-profit, or registered charitable organization; and
2. Must be operated by a volunteer base; and
3. Provide an accessible, needed and worthwhile service proven to benefit the Township of Essa residents.

D. APPLICATION APPROVAL PROCESS:

Upon commencement of the annual budget process each fall, the Township will provide notification to the public through its electronic media (website and twitter) as well as mailing the notice to past recipients.

1. Applications must be submitted using the prescribed form.
2. Only complete applications received on or before the deadline will be reviewed.
3. Applications will be reviewed by members of staff and recommendations for assistance will be prepared and submitted for Council approval.
4. The application process is a competitive process and there is no guarantee that any award will be granted, or that the amount requested will be awarded in full.
5. Only successful applicants will be contacted, and a cheque will be forwarded.

9a



Township of Essa
Policy # A01-19 "Community Assistance Grants"

SUBJECT: Community Assistance Grants	Date issued: February 28, 2019	Effective Date: March 6, 2019	Resolution No: CW045-19
SCOPE: STAFF, COUNCIL AND APPLICANTS		Revised: n/a	Page 2 of 2

Notwithstanding the eligibility and criteria above, Council may approve application requests that do not meet all criteria or are inconsistent with the requirements in this Policy, at their discretion, provided that the requested amount in the application does not exceed the annual approved Community Assistance Grant Program budget.

Appendices:

1. Township of Essa Grant Application.

9a



TOWNSHIP OF ESSA

GRANT APPLICATION

Applications for grants and donations are not automatically renewed each year; each application is reviewed based on merit each budget year.

Organizations requesting donations may be required to submit recent bank statements and/or financial statements.

Please attach a separate sheet if additional space is required to complete your application.

REQUESTING: Financial Donation in the amount of \$ _____
OR Township Tax Grant – Property Roll Number: _____

Organization Name and Address Information

Organization Name _____

Address _____

Town _____ Postal Code _____

Contact Name _____ Telephone _____

e-mail _____ Fax _____

Organization Information

Number of Members _____ Essa Residents _____ Membership Fee If Applicable _____

Geographic Area Served: _____ Date Formed _____

Outline the mission, purpose and objectives of your organization.

Purpose for which the current grant/donation would be used, if approved. Give complete details, i.e. project or event description, time frame, and community benefits relative to The Township of Essa.

Type of Organization (i.e. Registered Charity, Non-Profit Organization, etc.) and registration number.

9a

Other Sources of Revenue (include all amounts that have been or will be received – other donations, grants/subsidies, private funding, etc.).

Do you currently receive other gratuities from the Township, i.e. facility subsidization, tax reductions, fee waiver or reduction, photocopying, administrative support, etc.?

Have you received grants/donations from the Township of Essa in the past?

Amount Requested _____ Amount Approved _____ Year(s) _____

A FINANCIAL STATEMENT FOR THE PREVIOUS YEAR IS TO BE ATTACHED.

Signature of Authorized Official(s)

Name and Position

Date _____

Name and Position

Date _____

For Office Use Only

Approved _____

Denied _____

Amount \$ _____

Date _____

Additional Comments:

Note: Personal information contained on this form is collected pursuant to the *Municipal Freedom of Information and Protection of Privacy Act*, and will be used for the purpose of determining eligibility for grants. Questions about this collection should be directed to the Clerk/Freedom of Information Coordinator, The Corporation of the Township of Essa, 5786 County Road 21, Utopia, Ontario, L0M 1T0.

Attachment 1

Organization	Address	Contact Name/Info	Contact Info	Purpose/Event	Notes	T/E / Grant	2024 Approved Amount	2025 Requested Amount	Notes	2025 Recommended Amount	2025 Council Approved Amount
Angus & District Lions Club	61 King Street, Angus ON L0M1B0	Dan Malloch 705-424-5688		Funds to be used for Canada Day Costs (parade of flags, local talent, music/dance etc.)		Grant	\$1,000.00	\$1,500.00	175th anniversary celebration for Essa Township. \$500 increase over last year.	\$1,500.00	
Angus Santa Parade & Christmas Tree Lighting	3 Tarbush Ave, Angus	Nancy Willoughby 424-6309	705-	assist with costs for Santa Claus Parade and Angus Tree Lighting Celebration		Grant	\$500.00	\$500.00	Same a previous year	\$500.00	
Canadian Christian Police Ministry	7801 5th Line, Angus ON L0M1B1	Jennifer Claus, Ministry Director	canadianchristianpolice@gmail.com	assist with costs incurred for participants and supplies for first responders healing course	All of Canada; mostly Ontario	Grant	\$0.00	\$500.00	Although this is a worthy cause, not many of Essa residents would directly benefit from their services. Not in keeping with the policy	\$0.00	
CLASS	233 Church Street South, Alliston ON L9R2B7	Barbara Barta 435-4792	705- barbarabarta@class.on.ca	Assist with costs to purchase a heavy-duty picnic table for Essa group home.	serves South Simcoe (New Tecumseth, Essa, Adjala-Tosorontio, parts of Bradford and Innisfil)	Grant	\$750.00	\$1,200.00	Requested an increase of \$450.	\$750.00	
Essa & District Agricultural Society	7505 10th Line, PO Box 1099, Thornton ON L0L2N0	Ryan Johnson 705-726-1200	ryan@essaagriplex.ca	to upport the 2nd Annual Spring Showdown (Truck & Tractor Pull located at Essa Agriplex). Funds received will assist with greater reach for advertising and spending to promote the show across Simcoe County.	Previous grant funds provided for the purchase of educational themed sheds assistin gwith paying fo rsupplies, plant/seed growign kits provided to community (free of charge); purchase of construction materials to build accessibility ramps in Kids Zone; supported operation and advertising of Essa National Draft Horse Show	Grant	\$300.00	\$3,000.00	Requesting an increase of \$2700.	\$300.00	
Friends of the Utopia Mill & Park	5901 Old Mill Road, Utopia ON L0M1T0	Susan Antler, Chair	susan@utopia.ca	Grant would be used towards the exterior restoration of Utopia Gristmill (siding/roof; completion target date July 1, 2024)	one application received requesting consideratin of Grant and Tax Exemption - total request of \$1,500.00	Grant	\$1,000.00	\$1,000.00	Same a previous year	\$1,000.00	
Friends of the Utopia Mill & Park	5901 Old Mill Road, Utopia ON L0M1T0	Susan Antler, Chair	susan@utopia.ca	Tax Exemption assists in the retention of the Utopia Conservation Area		T/E	\$500.00	Unspecified	Same a previous year	\$500.00	
Learning Disabilities Association of York Simcoe	9030 Leslie Str. #216 Richmond Hill On	Helga Sirola, Executive Director	helga.sirola@ldays.org	Grant would be used Subsidized Social Skills program for 8 participants within Essa Township	Subsidized Social Skills program for 8 participants within Essa Township from low to middle-income households	Grant	\$0.00	\$4,000.00	New applicant, while a worthwhile cause, not Essa based.	\$0.00	
Museum on the Boyne	250 Fletcher Crescent, Alliston ON L9R1M1	Katie Huddleston	khuddleston@newtecumseth.ca	to assist with the purchase of proper archival boxes to store items from a large donation from the family of Walter Ball (whom grew up on a farm in Essa Township) *Walter Ball was a cartoonist popular for the Rural Route Comic Strip)		Grant	\$300.00	\$1,000.00	Requested an increase of \$700.	\$300.00	
Next Step Literacy Council of South Simcoe	16 Victoria Street East, Alliston ON L9R1T4	Shira Harrison, Executive Director	shira@nextstepliteracy.ca	Assist with transportation costs for clients; clients served cannot navigate for online tutoring		Grant	\$400.00	\$500.00	Requesting \$100 more than last year.	\$400.00	
South Simcoe Arts Council	41 Victoria Street East, Alliston ON L9R 1T3	Suu Taylor, Eecutive Director	executivedirector@southsimcoeartscouncil.com	To foster the cultural enrichment of South Simcoe by developing a widespread appreciation of, support for and involvement with the arts. Funds help defray the administrative costs of these events, allowing the South Simcoe Arts Council to keep registration fees low and accessible to all.		Grant		\$1,000.00	Did not apply in 2024, but has historically have received an application.	\$250.00	
Nottawasaga Pines Secondary School	8505 County Road 10 Angus ON L0M 1B1			2 Graduating Student Bursaries	This year it's being suggested that this amount is increased.	Grant	\$200.00	\$200.00	An application not received however Council generally approves \$200/year, \$100 per student.	\$300.00	
South Simcoe Streams Network - Nottawasaga Community Economic Development Corporation	39 Victoria Street E., Alliston ON L9R 1T3	Theresa Parent, Environmental Project Coordinator	Theresa@nottawasaga.com	assist with purchase of trees, shrubs, materials for spring planting event. (proposed spring plant along Nottawasaga River in Essa Township)	Benefits to Essa-create and enhance fish habitat; improve water quality; engage community to foster environmental stewardship *Partner with NVCA	Grant	\$950.00	\$1,500.00	During Council Budget deliberations, Council requested \$1550 be allocated for SSSN	\$1,550.00	
Simcoe County Plowmen's Association	7825 10th Line, RR 3, Thornton L0L2N0	Barry DeGeer 705-734-5193	debryan@hotmail.com	Grant would be used to assist in paying our advertising, prize money for competitors, judges, etc.		Grant	\$300.00	\$300.00	Same a previous year	\$300.00	
South Simcoe 4-H Association	c/o 16 Birch Grove Drive, Barrie ON L4M4Y8	Jill Azis	southsimcoe4h@gmail.com	Grant would be used to subsidize membership fee and help with costs of youth camps and conferences		Grant	\$500.00	\$500.00	Same a previous year	\$500.00	
Thornton and Area Action Committee	c/o 241 Barrie Street, Thornton ON L0L2N0	Diana Jacobs 705-718-2558	dianajacobs@rogers.com	Funds would be used to continue planing flows at the Thornton Library and Gazebo, help pay for banners & special event supplies		Grant	\$1,500.00	\$3,000.00	Requesting \$1500 more than last year	\$1,500.00	
Thornton Horticultural Society	33 Robert Street, Thornton ON L0L2N0	Willy Vanderpost 705-458-9290	n/a	assist with purchase of plants, flowers for Thornton Gazebo		Grant	\$350.00	\$300.00	Requesting \$50 less than last year.	\$300.00	
Total Grants (Recommended by Staff)										\$9,450.00	
Total Tax Exemptions (based on Recommendation)										\$500.00	
Subtotal										\$9,950.00	
Total Budget - General Assistance Grant Account										\$9,700.00	
Amount Remaining in General Grant Account to be kept for future requests throughout the year										-\$250.00	



TOWNSHIP OF ESSA STAFF REPORT

STAFF REPORT NO.: C005-24
DATE: March 19, 2025
TO: Committee of the Whole
FROM: Sarah Corbett, Acting Clerk
SUBJECT: Special Occasion Permit Request - Murphy's Farm Market

RECOMMENDATION

That Staff Report C005-25 be received, and

That Council approve the request from Murphy's Farm Market to serve alcohol on between the hours of 11: a.m. to 7:00 p.m. at 5141 County Road 10 on the following dates:

- July 25 through July 27, 2025

That this approval is conditional upon a copy of the certificate of insurance in the amount of \$5,000,000.00 being provided to this municipality, listing the Township of Essa as additional insured.

BACKGROUND

Andrew Murphy came to Ontario from County Derry Ireland in 1831 and it was his great grandson William A. Murphy that settled on the fertile farmland on the Essa Flats in 1913. Five generations later, the Murphy family continues to farm potatoes on the same bountiful property.

In 1983 Mark and Shawn Murphy opened the first retail farm stand and in 1990 they expanded the business and built the post and beam building it is today. The farm market grew successfully with pick your own fruits and vegetables as well as many on farm activities for families. As time went on it became difficult to manage the demands of both the potato crops and farm market. Mark and Shawn decided it was best to streamline the farming operation and focus more on the potato crops.

The Murphy family, with interest from their grown children reopened the farm market and added a scratch bakery in 2010 and have been open ever since. Our bakery offers a variety of fresh, delicious breads, pies, butter tarts and more that are made fresh daily. The farm grows hand-selected varieties of produce, including asparagus, blueberries, sweet corn, squash, and pumpkins, as well as a beautiful selection of cut flowers. With a wide variety of local artisan products available in the market, you can also find products like honey, maple syrup, pickles and jams.

Oh Sweet Summer Festival will be a lively, music-filled celebration focused on honoring local businesses and the agricultural heritage that defines Essa. The event will be open to the public and will showcase the talents of local performers, the richness of our agriculture, and the vibrant offerings of our township. Through this event, the aim is to bring together residents and visitors alike to celebrate the best Essa has to offer.

COMMENTS AND CONSIDERATIONS

In accordance with Policy A07-06 (Attachment No. 2), Special Occasion Permit Approvals for Alcohol Related Events require that the Club provide copies of the \$5,000,000.00 Liability Insurance Certificate to the Township naming the Township of Essa as the additional insured.


As well, the Policy states that certain information (as outlined in the chart below) is required to be provided to the Clerk's Office prior to any approval of Council being granted.

Name and Contact Information	Murphy's Farm Market and Bakery Stephanie Murphy
Description of the Event	Oh Sweet Summer Festival
Date and Time of the Event	July 25, 2005 – 11 a.m. 7 p.m. July 26, 2025 – 11 a.m. 7 p.m. July 27, 2025 – 11 a.m. 7 p.m.
Logistics of the Event	This is event open to the public.
Purpose of the Event	Proceeds
Number of people attending	Anticipated attendees range between 110-250 people.
Proof of Insurance	Insurance Certificate, naming the Corporation of the Township of Essa, in the amount of \$5,000,000.00 will be provided prior to the Event.

Should Council grant permission, the applicant will submit the necessary application (with a copy of Council's resolution) to the AGCO, and as well, will provide a copy of the municipality's approval to the Fire Department, Nottawasaga O.P.P., and the Simcoe-Muskoka District Health Unit.

FINANCIAL IMPACT

There will be no additional revenue realized by the municipality.



Manager of Finance Approval

SUMMARY/OPTIONS

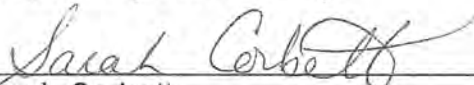
Council may:

1. Take no further action.
2. **Approve the Request of Murphy's Farm Market and Bakery**
3. Decline the Request.

CONCLUSION

Staff recommends Option No. 2.

Respectfully submitted by:



Sarah Corbett
Acting Clerk

Reviewed by:



Michael Mikael, P.Eng
Chief Administrative Officer

Attachments:

1. Request from Murphy's Farm Market
2. Policy A07-06 "Special Occasion Permit Approvals (for Alcohol-related Events)



Stephanie Murphy
 5141 County Rd 10
 Alliston, ON L9R1V2
 705-890-1591
Info@murphysfarmmarket.com

February 27th, 2025

To Whom It May Concern,

I am writing on behalf of *Murphy's Farm Market and Bakery* to propose that our upcoming events be deemed "municipally significant" so we may apply to the *LLBO* for a Special Occasion Permit. We believe these events are of significant importance to the Township of Essa, and we respectfully request their consideration for Special Occasion Permit approval.

Our farm market and bakery have long been a vibrant part of the local community, fostering a strong connection to both residents and visitors. Through our carefully curated events, we strive to provide an authentic and enjoyable experience for the community while promoting local businesses, culture, and tourism.

Specifically, we are seeking the designation for the following event:

July 25th to 27th : Oh Sweet Summer Festival

Oh Sweet Summer will be a lively, music-filled celebration focused on honoring local businesses and the agricultural heritage that defines Essa. The event will be open to the public and will showcase the talents of local performers, the richness of our agriculture, and the vibrant offerings of our township. Through this event, we aim to bring together residents and visitors alike to celebrate the best Essa has to offer.

We will consult with local fire services, the OPP, and the Health Unit to ensure that the event will be safe, well-organized, and a positive experience for the community as a whole.

We hope you will consider our request for the event to be designated as municipally significant. Should you need any further information or details, please do not hesitate to contact me directly. Thank you for your time and consideration.

Sincerely
 Stephanie Murphy
 Chief Operating Officer
 Murphy's Farm Market and Bakery
 705-890-1591

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Attachment #2

TOWNSHIP OF ESSA
POLICY AND PROCEDURE MANUAL

Department:	Clerks/Administration	Date:	November 7, 2012
Subject/Title:	Special Occasion Permit Approvals (for Alcohol Related Events)		
Policy Number:	A07-06	Date Approved:	June 15, 2013
		Resolution No.:	CW117-2013
Supersedes	A07-06 September 2007	Effective:	June 16, 2013

1. **AUTHORITY**

Liquor Licence Act, R.S.O 1990, Regulation 389/91

2. **POLICY STATEMENT AND RATIONALE**

A Special Occasion Permit (SOP) is required any time alcohol is offered for sale or served anywhere other than in a licensed establishment or a private place (for example, a corporate boardroom). SOPs are issued for *occasional special events only*, and not to operate an ongoing business.

The Corporation of the Township of Essa and its Management recognize the importance of public and community events that are provided in a safe environment having regard for Provincial regulations pertaining to the inclusion of liquor related activities: As such this policy has been implemented to streamline the approval process between departments dealing with such approvals.

3. **SCOPE**

Individuals (or groups) wishing to hold an event where liquor will be served must apply for a Special Occasion Permit (SOP) through the Liquor Control Board of Ontario. As part of the approval process for such permit(s), approvals must be granted from the municipality in the form of a letter of non-objection (with approvals from each department and/or specific conditions as indicated by each particular department), and sometimes will require a resolution of Council declaring the event to be a *Municipally Significant Event*. (For events falling within the classification of "municipally significant", a resolution from Council is required.)

Application

This policy applies to municipal staff charged with the designation of signing authority for the issuance of approvals for such types of public and/or private events, whereby alcohol is offered for sale or served anywhere other than in a licensed establishment or a private place (by invitation only).

In accordance with Regulation 389/91 of the *Provincial Liquor Licence Act (Special Occasion Permits)*, all public events falling within the classification of "*Municipally Significant Events*", the applicant must give written notification before the event is to take place to the Clerk, a **minimum** of 30 days before the event is to take place (if it is

expected that fewer than 5,000 people will attend the event); or 60 days before the event is to take place (if it is expected that more than 5,000 people will attend the event).

Definitions

Private Event SOP's are typically issued for events such as weddings, birthdays, funerals, bridal showers, etc. **Private events are for invited guests only** and the event must not be advertised to the public, including by way of flyers, newspaper, internet or radio. The event cannot be open to the general public, and there can be no intention to profit from the sale of alcohol at the event.

Public Event SOP's are issued for events that are open to the general public, such as charity fundraisers, outdoor street festivals, community festivals, etc. A Public Event permit holder may advertise the event and can fundraise or profit from the sale of alcohol.

A SOP for a Public Event can be issued to:

- a charity registered under the *Income Tax Act* (Canada); or
- a non-profit organization or association, with its own constitution and by-laws, and organized to promote charitable, educational, religious or community objects.

An individual or business may also apply for a Public Event SOP if organizing or conducting an event of:

- "*provincial, national or international significance*", as agreed to by the Registrar of Alcohol and Gaming (the Registrar); or
- "**municipal significance**"** for which a **municipal resolution** or letter from the municipal clerk or designated authority which designates the event as one of municipal significance is required.

****Municipally Significant Events** are defined as *public events that are held within the Township of Essa that are made available to the public at large that:*

- i. *Enhance or promote community assets (ie: parks, trails);*
- ii. *Encourage, attract and promote community involvement and/or participation at little or no cost;*
- iii. *Partner with and/or provide a venue for local businesses, organizations and residents to form part of the activities (ie: vendors, facilitate an event activity).*

Examples of municipally significant events would be the shutting down of the main street for a "midnight madness" type of event whereby alcohol would be permitted to be carried by patrons of legal age from one area to another.

Industry Promotional SOP is intended to promote a manufacturer's product(s). These events may be open to the general public or for invited guests only. They can be either "Sale" or "No Sale" liquor events. There can be no intent to profit from the sale of alcohol at the event. Samples for tasting at the event may be provided to those attending the event, and orders for alcohol may be taken. Samples at these events must be provided by a manufacturer or AGCO licensed representative of a manufacturer or an

event organizer acting on behalf of either. All orders must be processed through authorized government retail stores.

An Industry Promotional event can also be for the purposes of conducting market research on a product. Market research events must be held by a manufacturer, or by an AGCO licensed representative of a manufacturer, or on behalf of a manufacturer by another party authorized by the manufacturer to represent them. If an event organizer or an AGCO licensed representative is conducting the market research or providing samples on behalf of a manufacturer, the event organizer must make available upon request a letter from the manufacturer authorizing them as their representative to conduct market research.

4. PROCEDURE AND IMPLEMENTATION

- a. The Clerk's Office is the intake agent for all special occasion permit requests. Applicants are required to submit a letter to the municipality indicating the following:
 - Name and contact information of the event organizer, association, organization;
 - Description of the Event (Private, Public, Industry Promotional Event) including target audience, entrance fees and activities;
 - Date and Time of Event (including times when alcohol will be served);
 - Logistics of the Event - Indoor/Outdoor, location, written property owner consent if public event held on private property, security measures for event, number of servers, etc);
 - Purpose of the event and how it benefits the Township of Essa;
 - Number of people attending (or approximation);
 - Proof of insurance in the amount of \$ 2 million naming the Township of Essa as an additional insured.
- b. The **applicant is responsible for submitting a sketch/drawing** that clearly shows buildings, access, fire routes, fencing, parking, location of tent (if applicable), location of washrooms (if outdoors), etc.
- c. The applicant is responsible for paying the appropriate fee(s) associated with the issuance of such permits (ie: Special Occasion Permit Fee, Building Permit Application Fee, Fire Department Inspection Fee, etc.). Please refer to the Township of Essa's Schedule of Fees.
- d. The Clerk's Office is responsible for sending/emailing a copy of the letter/application as well as the proposed site plan to the following departments for their review and/or approval of the event:
 - Council (if declaration of event as "municipally significant" is required)
 - Fire Department
 - Building Department
 - Planning and Development Department
 - By-law Enforcement Department
 - Public Works Department
 - County of Simcoe (if applicable)

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- OPP (contact via email)
 - Health Unit
- e. Where necessary, each Department Head shall provide the applicant with a listing of conditions to be met that are necessary for approval of the event. Each department shall provide the same listing to the Clerk (or Clerk's designate) for information.
- f. Upon successful inspections and/or conditions being met, all approvals are to be provided to the Clerk's Department, whereby the Clerk (or designate) shall communicate the approval/decline to the applicant providing the applicant with a letter stating such approval/decline. In the event that the municipality declines the approval, the letter to the applicant will outline reasons for the decline based on the comments provided from the various departments.
- g. Upon receipt of municipal approval from the respective departments, the applicant is to provide a copy of the municipality's approval to the OPP and the Simcoe Muskoka District Health Unit separately. Should the applicant's request be declined by the municipality, the Clerk's Department will forward a copy of the decline to the OPP via email.

5. SUMMARY

Effective July 1, 2012, amendments in the form of Ontario Regulation 389/91 make it necessary for this municipality to have a policy in place defining *Events of Municipal Significance*. As such, this policy has been updated to reflect necessary changes. The use of such a policy will help in streamlining the process for approvals/declines of such applications based on the amendments to the *Liquor Licence Act*.

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