



The County of Peterborough

County Council

To: Warden and Members of Council
From: Peter Nielsen, Manager, Engineering and Design
Date: December 14, 2018

**Subject: Sign By-law Working Committee – Bush Country Signs
Appointment of Committee Members**

Recommendation:

Be it resolved that County Council approves the appointment of the following municipal and agency representatives to the Sign By-law Working Committee – Bush Country Signs:

Municipality/Agency	Name	Position
Kawartha Chamber of Commerce	Sherry Boyce-Found	General Manager
Peterborough & the Kawarthas Economic Development (PKED)	Tracie Bertrand	Director of Tourism & Communications
Municipality of Trent Lakes	Brian Raymond	Chief Building Official
Township of North Kawartha	Alana Solman	CAO
Township of Havelock-Belmont-Methuen	Brian Gratton	Economic Development Officer/ Deputy Clerk
County of Peterborough	Sheridan Graham	Director, Corporate Projects and Services
County of Peterborough	Martin O'Grady	Engineering & Design Coordinator
County of Peterborough	Peter Nielsen	Manager, Engineering & Design

Overview

This report is to seek County Council approval to appoint the identified municipal and agency representatives to the Sign By-law Working Committee – Bush Country Signs.

Background

At the March 21, 2018, meeting, Council endorsed the Terms of Reference for the Sign By-law Working Committee – Bush Country Signs that included the list of municipalities and agencies who would be requested to participate on the Committee, as follows:

- One (1) - board member or staff Kawartha Chamber of Commerce;
- One (1) - board member or staff Peterborough & the Kawarthas Economic Development (PKED);
- Three (3) - local municipal staff representatives;
- Three (3) - County staff representatives.

The Committee is also to include three (3) - business owners who own/operate at least one (1) Bush Country Sign and three (3) - members of the general public. A separate report from the Nominating Committee will be provided to request endorsement of the appointment of these 6 representatives by County Council.

Analysis

The Terms of Reference identified the municipalities in which Bush Country Signs are permitted to be installed along County roadways and interested agencies who would be requested to participate on the Committee.

Endorsement of the representatives is required at this time so that the Committee may commence work on achieving the mandate of the Committee as presented in the Terms of Reference.

Financial Impact

n/a

Anticipated Impacts on Local and/or First Nations Communities

Representatives from municipalities in which Bush Country Signs are permitted to be installed along County roadways are included in the list of Committee appointments.

Link to County of Peterborough Strategic Plan Priorities

Community Values and Cultural Identity

In consultation with:

1. Bryan Weir, Acting Director of Public Works
2. Sheridan Graham, Director, Corporate Projects and Services
3. Lynn Fawn, Acting Manager, Legislative Services/Clerk

Communication Completed/required:

Confirmation of identified municipal and agency representatives has been received.

Attachments

1. Committee Terms of Reference

Respectfully Submitted,
Peter Nielsen, C.E.T.
Manager of Engineering and Design

For more information, please contact:

Peter Nielsen, C.E.T., Manager of Engineering and Design
pnielsen@ptbocounty.ca
705-775-2737 ext. 3200

Attachment 1 - Committee Terms of Reference



The County of Peterborough

**Terms of Reference
Sign By-law Working Committee
Bush Country Signs**

1. Mandate of Committee

The mandate of the Sign By-law Working Committee (Committee) is to provide strategic advice to the County of Peterborough Council (Council) on aspects of the sections of Sign By-law No. 2007-55 (By-law) related to Bush Country Signs and of the benefits and/or disadvantages of third party advertising billboard signage placed within and adjacent to County of Peterborough road allowances with consideration for development of equitable solutions intended to support small businesses located in the County of Peterborough.

2. Scope

The Committee is to provide comments, advise and make recommendations to Council with respect to the following areas:

- i. Confirm the scope of review to be performed by the Committee;
- ii. Review of the By-law and related reports and memos;
- iii. Consider the location of billboard sign installations within public allowances and on private property;
- iv. Review and determination of benefits to businesses utilizing billboard signage installed within a County road allowance;
- v. Review and determination of impacts to the natural environment by billboard signage installed within a County road allowance;
- vi. Review and determination of impacts to motorist safety by billboard signage installed within a County road allowance;
- vii. Review and determination of fees levied for billboard signage to occupy space within a County road allowance;
- viii. Review and develop alternative options to third party billboard signs;
- ix. Consider setback, spacing, proximity of billboard sign installations to intersections and other road features;
- x. Consider impacts of billboard sign installations on adjacent land uses;
- xi. Review and recommend standards to be established regarding the aesthetics and quality of Bush Country signage;
- xii. Review the possible coordination of the By-law with lower tier municipal by-laws, property standards regulations and related policies;
- xiii. Analyze By-law enforcement options;
- xiv. Review and develop recommended solutions to address the continued proliferation of illegal signs installed within County road allowances;
- xv. Other items as deemed appropriate by the Committee and/or Council.

The list of items above is not intended to limit the areas of review and the Committee may choose to make additions to the list throughout the review of the By-law.

3. Composition of Committee

The Committee will be appointed by Council and will consist of the following members:

- Three (3) - business owners who own/operate at least one (1) Bush Country Sign;
- Three (3) - members of the general public who reside in the area of the County designated as Bush Country;
- One (1) - board member or staff Kawartha Chamber of Commerce;
- One (1) - board member or staff Peterborough & the Kawarthas Economic Development (PKED);
- Three (3) - local municipal staff representatives;
- Three (3) - County staff representatives - one of whom will act as Committee Secretary;
- One (1) - facilitator (provisional; subject to requirements of Committee)

4. Appointments to Committee

Applications will be received by a Council Nominating Committee from parties who are interested in becoming a member of the Committee.

The Nominating Committee will review applications and make recommendations to Council for the purpose of appointing business owners and members of the general public in accordance with the Committee composition noted above.

Appointments to the Committee will be made solely by Council on the basis of information contained in applications received and reviewed by the Nominating Committee.

Applicants will be advised of the recommended composition of the Committee upon completion of the application review process by Council.

5. Term of Committee

The term of the Committee is anticipated to be up to one (1) year. Should the Committee determine that it is necessary to extend this term, a Committee report shall be prepared for presentation to County Council to advise of the rationale and estimated length of time for the extension.

6. Meetings

The County will schedule the inaugural meeting of the Committee after which meetings will be scheduled by the Chairperson (Chair).

The Committee will meet monthly. If it is not necessary to meet this often or, if it is necessary to meet more frequently, meetings will be held at the call of the Chair.

Additional meetings may be called at the discretion of the Chair with the consensus of the Committee.

Meetings will follow a written agenda and minutes will be kept which accurately reflect the recommendations of the Committee. Minutes will be provided to County Council for information.

The location of meetings will be set by the Committee. The inaugural Committee meeting will take place at the County Courthouse, 470 Water Street, Peterborough.

Meetings will last no longer than two (2) hours except under extraordinary circumstances.

Any person with particular relevant experience may be invited to attend a Committee meeting in order to provide information or advice but only members of the Committee may vote on matters coming to the Committee.

7. Selection of Chair and Vice-Chair

A Chairperson and Vice-Chairperson (Vice-Chair) will be elected at the first meeting of the Committee and will hold the position of Chair for the full term of the Committee.

In the absence of the Chair, the Vice-Chair will act on behalf of the Chair.

The Chair will be responsible for calling, convening and conducting meetings of the Committee.

The Committee Secretary will distribute the approved agenda to the members of the Committee one (1) week prior to the date of each meeting.

Staff representatives will not be eligible to hold these positions.

8. Attendance

If any Committee member is absent for two (2) consecutive meetings, the Chair and Vice-Chair will meet with the member to determine their level of interest in continuing to serve on the Committee.

If deemed appropriate by the Chair and Vice-chair, the matter will then be referred to Council who will review and decide on the member's status with the Committee.

9. Quorum

Attendance of a minimum of fifty percent (50%) plus one (1%) of the Committee members at any regular or special scheduled meetings will constitute a Quorum.

If there is no quorum of the Committee present within thirty (30) minutes of the scheduled start of the meeting, the Chair will:

- Record the names of the members present and those absent, and;
- Conclude the meeting until the next scheduled meeting or the Chair may call for a Special Committee meeting.

10. Governance

The Committee will seek to achieve decisions on a consensus basis. Motions will be "carried" if supported by the consensus of the Committee.

In the instance where consensus cannot be achieved, the Chair may call for a vote of those Committee members who form a quorum at the current meeting, with the majority vote prevailing.

Resolutions as they appear in the adopted minutes will be considered to be officially representing the position of the Committee.

Staff representatives will not be eligible to vote on recommendations of the Committee.

10. Authority of Committee

The Committee is a Working Committee of Council and does not have any delegated authority.

The Committee has no authority to direct staff or management and any recommendations requiring implementation, reports or staff actions must first be considered by County Council.

11. Responsibilities of Committee

The Committee agrees to adhere to the following general framework of operations with respect to all Committee matters.

Committee members will:

- Be proactive and willing to participate and be knowledgeable of all items related to the mandate of the Committee;
- Be willing to work with Council, staff and designated members of the Committee;
- Be able to provide advice and support to the Committee and members throughout the full term of the Committee;

- Be people of competence, good will and sound, objective judgement;
- Be willing and able to devote the time and energy necessary to fulfill the mandate of the Committee;
- Be sensitive to the timeframe allotted to completing the By-law review;
- Be willing and able to maintain the consensus of the decisions and recommendations of the Committee;
- Be able to make independent and unbiased recommendations to Council with respect to the mandate and scope of the By-law review.

In consultation with the Chair, staff will be available to assist the Committee and will act as secretary, provide meeting materials, venues, and record minutes, develop agendas and prepare reports and communications.

12. Deliverables

The Committee will report to Council with recommendations on amendments to the By-law complete with a detailed presentation of the full scope of review performed by the Committee.

13. Communications

The Chair and the County's Director, Corporate Projects & Services are the only designated people to jointly speak to the media as required regarding all Committee matters. Committee members, by participating on the Committee, agree to this communication protocol.

14. Remuneration

Members of the Committee participate voluntarily and, as such, receive no compensation or remuneration.

Extraordinary expenses by Committee members will be reimbursed by the County provided the expense has been approved by the Director of Human Resources prior to the expense being incurred.

Receipts detailing the expense must accompany all requests for reimbursement and are to be submitted by members within 30 days of the expense being incurred.

Where Committee members make use of their own personal vehicle for the purpose of sanctioned and/or approved Committee activities, members will receive remuneration in accordance with the County's Remuneration By-law.


15. Code of Conduct

Committee members shall acknowledge and agree to adhere to the County's Code of Conduct Policy.

16. Conflict of Interest

From time to time, agenda items may come up that may have a direct effect on a member where the member could stand to gain financially or is a relative or partner in a business under discussion. It shall be the responsibility of each member to identify and disclose any pecuniary interest as defined in the Municipal Conflict of Interest Act on an item or matter before the ad-hoc committee. It is acknowledged that the success in achieving the mandate of the Committee will be greatly enhanced by the participation of business owners who own/operate at least one (1) Bush Country Sign. It is not necessary for such business owners to declare a conflict if the matter under discussion applies generally to all operators of Bush Country Signs.

Attachment 1 – Application

Application Sign By-law Working Committee Bush Country Signs	 Peterborough County <small>FOR PEOPLE AND PLACE</small>
<p>Please be advised that I wish to apply to serve on the Sign By-law Working Committee as a volunteer citizen member.</p>	
Name: _____	
Address: _____	
Phone: _____	
Email: _____	
Previous Committee and/or Volunteer Experience	

Reason for Wanting to Serve on the Sign By-law Working Committee	

To obtain further information or to submit your application via mail or email, please contact:	
County of Peterborough 470 Water Street, Peterborough, Ontario, K9H 3M3 PNielsen@ptbocounty.ca Re: Sign By-law Working Committee	
Personal information (as defined by Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)) contained on this form is collected under the authority of the Municipal Act, S.O. 2001, C. 25 and in accordance with MFIPPA. Personal information collected on this application form will be used to assist in candidate screening and selection. Questions about this collection and use should be directed to Peter Nielsen, C.E.T., Manager, Engineering and Design, at (705) 775-2737 ext. 3200 or email: PNielsen@ptbocounty.ca who can respond to questions about the collection.	
470 Water Street • Peterborough • Ontario • K9H 3M3 Phone: 705.743.0380 • Toll Free: 1.800.710.9586 www.PtboCounty.ca	

Attachment 2 – Code of Conduct

Code of Conduct

**Sign By-law Working Committee
Bush Country Signs**



Date: _____

This will confirm that I have read the County of Peterborough Code of Conduct Policy No. Corp-01 and the Terms of Reference for the Sign By-law Working Committee and I understand and will adhere to the requirements outlined in these documents.

(print name)

(signature)

Personal information (as defined by Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)) contained on this form is collected under the authority of the Municipal Act, S.O. 2001, C. 25 and in accordance with MFIPPA. Personal information collected on this application form will be used to assist in candidate screening and selection. Questions about this collection and use should be directed to Peter Nielsen, C.E.T., Manager, Engineering and Design, at (705) 775-2737 ext. 3200 or email: PNielsen@ptbocounty.ca who can respond to questions about the collection.

470 Water Street • Peterborough • Ontario • K9H 3M3
Phone: 705.743.0380 • Toll Free: 1.800.710.9586
www.PtboCounty.ca