

Minutes of the regular meeting of council held Monday, April 9, 2012 No. 1230 held in Council Chambers, 6 Crescent Street, Deer Lake, NL.

In attendance: Mayor Dean Ball  
Deputy Mayor Sandra Pinksen  
Councillor Kerry Jones  
Councillor Elmo Bingle  
Councillor Sheila Mercer  
Councillor Jean Young  
Councillor Myra Spence

Also in attendance: Town Manager, Maxine Hayden  
Administrative Assistant, Christa Jones  
Gallery: Paul Hutchings, Reporter, The Western Star  
Bill Hayden

Regular meeting of council called to order at 7:40 pm by Mayor Dean Ball

Agenda Meeting No. 1230 approved as presented with addition of one item under New Business, Canada Post.

**2012-0409-01, Minutes No. 1229**

**Deputy Mayor Sandra Pinksen/Councillor Sheila Mercer**

Resolved that the minutes the regular meeting of council, No. 1229 held Monday, March 26, 2012 be adopted as presented with no errors or omissions.

In Favor: Mayor Dean Ball  
Deputy Mayor Sandra Pinksen  
Councillor Kerry Jones  
Councillor Elmo Bingle  
Councillor Sheila Mercer  
Councillor Jean Young  
Councillor Myra Spence

In favor 7; opposed 0; abstained 0. Carried

**Business Arising from the Minutes:**

*Discussion:*

- Finger Board Signs, the layout of the fingerboard signs should be looked at. The businesses that in the left direction of the sign should be placed on the left side of the board as to avoid confusion. With the deadline for the advertising being at the end of

April this would be a good time to make the change. Put this on the agenda for Public Works.

- The Finger Board Signs were initially done as a copy of the original signs and advertising was offered to businesses by way of letters, the Town Website and the Town Newsletter.

## **New Business**

Discussion: Canada Post Superboxes

### **2012-0409-02, Garbage Receptacle at Superboxes**

**Councillor Jean Young/Councillor Sheila Mercer**

Resolved that the Town of Deer Lake place a garbage receptacle at the spillway Canada Post Superbox and that the garbage contractor would be responsible to pick up once a week. The Town of Deer Lake would be responsible for bags.

In Favor: Councillor Sheila Mercer  
Councillor Jean Young

Opposed: Mayor Dean Ball  
Deputy Mayor Sandra Pinksen  
Councillor Kerry Jones  
Councillor Elmo Bingle  
Councillor Myra Spence

In favor 2; opposed 5; abstained 0. Defeated.

## **Correspondence**

# **Correspondence**

**Meeting No. 1230**

**Date: Monday, April 9<sup>th</sup>, 2012**

	<b>Name</b>	<b>Regarding</b>	<b>Response</b>
1	Dwight Ball, MHA	Senior Community Recreation Development Grant Program	Junior to Apply, and Notify council of results
2	Parkinson Society Newfoundland and Labrador	Proclamation	To be read at Meeting, Signed by Mayor

3	Government of Newfoundland and Labrador	Environmental Awards	For information Purposes.
4	Municipalities Newfoundland and Labrador	Budget 2012	For information Purposes.
5	Dwight Ball, MHA	Environmental Awards	For information Purposes.
6	Municipalities Newfoundland and Labrador	Town Councillor Nancy Hall Nutrition Month.	For information Purposes.
7	Municipalities Newfoundland and Labrador	Leader Challenge	For information Purposes
8	Child Identification Fingerprint	Ad	Never Done in Past
9	Western Hills Waste Management Committee	Looking for Proposal	We will assist, but will not be doing curb side collection for other areas. Mayor Ball to set up a meeting with Don Downer.
10	Tree House Family Resource Centre	Hosting conference, looking for finance assistance or prizes	Donate pens/pencils
11	MNL	Dates Changed to May 10-12	For information Purposes
12	Grayden Pelly	Walk for Janeway Hospital May 26 Looking for Town Police car for a guide car from Corner Brook to Deer Lake	

## Reports

### **(a) Strawberry Festival Meeting, April 4<sup>th</sup>, 2012**

Strawberry Festival Meeting, April 4<sup>th</sup>, 2012 held in Council Chambers, 6 Crescent Street, Deer Lake, NL.

In attendance: Mayor Dean Ball  
Deputy Mayor Sandra Pinksen  
Councillor Kerry Jones  
Councillor Sheila Mercer  
Councillor Jean Young

Also in attendance: Town Manager, Maxine Hayden  
Town Clerk, Lori Humphrey  
Public Works Superintendent, David Thomas  
Angela Chynn  
Treena Wiseman  
Amanda Freak

Absent: Councillor Elmo Bingle  
Councillor Myra Spence

Committee Members and Council wanted a meeting so the Council could be updated on the festival and what the committee need from the Town.

- Last year was a rebuild of the Strawberry festival with the help of the town and the community it should continue to grow and improve.
- Everyone was happy with last year's festival.
- Families plan vacations around this festival, every years it's a home coming year.
- Although money will be needed what the festival needs the most is manpower.
- The students are needed again this year for the whole weekend, same as last year.
- Assistance in bringing infrastructure to the field, set up and break down and returning all equipment back to storage.
- Would like the town to market the festival throughout the year at any events they attend.
- Christa to do the bulletin (same as last year).
- Jason to be free to help out where ever he could (website, facebook), the week of the festival available on the field the day of the set up.
- Pool Staff scheduled on the field while the pool is being repaired. It must be explained that this will be there regular shift so that there will be no union problems.
- Eric Hayden will be required for the electrical on the field.

- Encourage council to get involved in the “free area” in the middle of the field and to get councilors to encourage others to do so.
- Venders to be able to make payments at the Town Office for the booths if need be.
- Other areas to look at in the next couple of years are a storage area for equipment, new equipment and improving the stage area.

<p><b>(b) Royal Canadian Legion Meeting, April 4<sup>th</sup>, 2012</b></p>
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Royal Canadian Legion, April 4<sup>th</sup>, 2012 held in Council Chambers, 6 Crescent Street, Deer Lake, NL.

In attendance: Mayor Dean Ball  
 Deputy Mayor Sandra Pinksen  
 Councillor Kerry Jones  
 Councillor Sheila Mercer  
 Councillor Jean Young

Also in attendance: Town Manager, Maxine Hayden  
 Town Clerk, Lori Humphrey  
 Public Works Superintendent, David Thomas  
 Mike Green  
 David Parsons  
 Gilbert Curnew  
 Jennifer Churchill Bartlett

Absent: Councillor Elmo Bingle  
 Councillor Myra Spence

The Royal Canadian Legion requested a meeting with Council regarding a new building they are proposing to build.

- The Legion is planning to build a multipurpose building on the land that it is presently on
- They wanted to know if the Town of Deer Lake would like to partner with the Legion to build a building that would house the Town Hall, Legion and a conference room in the middle that would be used for both
- They believed it would be a great location for the Town Hall due to the fact that it is at the entrance of the town
- Deer Lake really do need a new Town Hall but right now the financing is not there
- The Legion inquired about if they designed the building with the town in mind would they consider renting.
- When the Town Hall moves it will be to a building that they own, it would not be in the Councils best interest to rent

- Council did encourage the Legion to continue with the plans of building a multipurpose building with conference room stating that Deer Lake is in need of one.

**(c) Town Manager Action Report**

Town Manager Action Report for  
Meeting No. 1230  
April 09<sup>th</sup>, 2012

No	item	Dept.	Person responsible	Task/request
1	Dr. Ken Jenkins	Admin	TM	Set up meeting re Deer Lake Doctors, called and sent letter meeting arranged for April 13,2012 at 10:00 A.M. Notified MHA Dwight Ball of meeting
2	Dave Parson	Admin	TM	Set up meeting with Legions to discuss proposal for building
03	Deer Lake Airport Authority	Admin	TM	Notified Airport authority of Town attendance
04	D. Jenkins	Admin	TM	Letter sent Town not willing to sell land on Middle Road
05	Hitech Communications	Admin	TM/Pool	Advised Glynn Cameras were approved
06	Veterans & Family Community Covenant	Admin	TM	Passed onto Legion
07	Deer Lake Skating Club	Admin	TM/Mayor	Notified that Town would have someone bring greetings
08	MNL Symposium	Admin	TM/Christa	Hotel rooms confirmed
09	KSAB	Admin	TM	Letter sent re pavement no response to date
10	Car Sales	Admin	TM	Notified approved for May 2-5
11	Site upgrade North Atlantic Petroleum	Admin	TM	Forms sent notified need approval government services
12	Treatment plant Wellon Drive	Admin	TM	Notified need approval Government services

**(d) Economic Development Meeting, March 27<sup>th</sup>, 2012 and April 3<sup>rd</sup>, 2012**

**2012-0409-03, Economic Development Meetings**

**Councillor Sheila Mercer/Councillor Elmo Bingle**

Resolved that the minutes /recommendations of the Economic Development meeting for April 3<sup>rd</sup>, 2012 and March 27<sup>th</sup>, 2012 be adopted as presented.

In Favor:

Mayor Dean Ball

Deputy Mayor Sandra Pinksen  
Councillor Kerry Jones  
Councillor Elmo Bingle  
Councillor Sheila Mercer  
Councillor Jean Young  
Councillor Myra Spence

In Favor 7; Opposed 0; abstained 0; Carried

### **Economic Development Committee, March 27<sup>th</sup>, 2012**

In attendance                      Councillor Jean Young  
   Councillor Sheila Mercer  
   Jason Young  
   Cyril Kirby  
   Angela Chynn  
Regrets                                Terri Gilbert

**Fingerboard Signs - Letters** have been sent out to businesses currently on the fingerboard signs regard the contract for the new signs and pricing. Numerous businesses not on the sign have called requesting to be advertised on the signs. Deadlines have been put in place regarding contacting the town office for signage sponsorship. The Economic Development Office will contact businesses in the business directory to inquire about signage sponsorship. If demand warrants, the possibility of new signs will be looked at

#### Action Item

Continue contact businesses regarding fingerboard signs.

**Snowmobile Hub** – the Economic Development Officer updated the committee on the snowmobile hub meetings and current action taken related to snowmobiling. Flyers have been distributed to hotels and other businesses, feedback have been positive. Snowmobiling is an important economic contributor to the town. Some businesses expressed a need for marketing for ATV tourism as well.

#### Action Item

Identify how the snowmobile initiative could involve ATV's. Bring this information to the Snowmobile Hub meetings in the future.

**Town Maps/Brochure** –the committee discussed the new town maps that will be printed. Changes need to be applied to the maps to include new roads. The Economic Development Officer stated he had received feedback from businesses that tourist would like the walking trail highlighted in a better fashion. A representative from star style will be visiting the town office to discuss the new maps and changes that are requested. The topic of a tri-fold town brochure was discussed. New picture of scenic items around Deer Lake need to be looked at for both the map and a potential brochure.

#### Action Item

Compile a list of recommended changes to the maps to present to star style. Explore options for new media to be included in the new maps and potential brochures.

**Spring Newsletter** – The Town of Deer Lake’s Spring Newsletter will be drafted in the coming weeks. A discussion on content related to economic development was discussed. A town hall style meeting with the public related to economic development in the community will be advertised for an evening in June.

**Downhome Magazine Explore Downhome Guide** - the Economic Development Officer has been in contact with a representative from Downhome Magazine regarding their Explore Downhome Guide. The Explore guide has 70,000 magazines published for circulation each year. The sales representative has forwarded advertising costs to the Economic Development Officer for review.

Meeting Adjourned

### **Economic Development Committee, April 3<sup>rd</sup>, 2012**

<u>In attendance</u>	Councillor Jean Young Councillor Sheila Mercer Economic Development Officer Jason Young Terri Gilbert Angela Chynn
<u>Regrets</u>	Cyril Kirby

**Town Maps** – The Economic Development Officer updated the committee regarding a meeting he has had about the new town maps. Star Style visited the Economic Development Officer and Town Manager to discuss the new town maps that will be designed. Changes related to formatting, pictures to include, and add spaces were discussed. The representative stated they will continue contact with the Economic Development Officer regarding when the maps will be printed.

#### Action Item

Seek new photos of Deer Lake to include in the maps. Continue contact with the Star Style regarding ad space for the maps.

**Explore Downhome Guide 2012** – A discussion took place regarding the potential to place an ad in the 2012 Explore Downhome Guide. The committee looked at way to structure a potential ad to illustrate what Deer Lake has to offer to visitors. The economic development officer will continue contact with Downhome Magazine to explore option for the ad space that the town may pursue.

#### Action Item

Forward information related to the cost of the ad to the finance committee



**Spring Newsletter** – the committee members discussed content they wish to have placed in the Town of Deer Lake Spring Newsletter. Promotion of the town website and facebook page should be included in the newsletter along with any upcoming projects or events. An invitation to residents to discuss economic development was talked about. Strawberry Festival information should be included in the newsletter as well.

**Tourism** –the committee discussed the upcoming summer tourism season. Potential information sheets on things to do in Deer Lake along with upcoming events should be drafted for front line staff at accommodations and businesses. More content for tourism needed on the Town of Deer Lake Website.

Meeting Adjourned

**(e) Environment and Housing Meeting, April 5<sup>th</sup>, 2012**

**2012-0409-04, Environment & Housing Meeting**

**Councillor Kerry Jones/Councillor Myra Spence**

Resolved that the minutes /recommendations of the Environment & Housing meeting for April 5<sup>th</sup>, 2012 be adopted as presented.

In Favor: Mayor Dean Ball  
Deputy Mayor Sandra Pinksen  
Councillor Kerry Jones  
Councillor Elmo Bingle  
Councillor Sheila Mercer  
Councillor Jean Young  
Councillor Myra Spence

In Favor 7; Opposed 0; abstained 0; Carried

Environment & housing  
April 05, 2012

Councillor Kerry Jones  
Councillor Myra Spence  
Maxine Hayden  
Dave Thomas

NO	Address	Description	Recommendation
01	Old Bonne Bay	Crown Land for parking lot	Recommend approval

	Road		
02	Lera Street	New dwelling/shed Land 24.3 m x 30.5 m Dwelling 17.2 m x 13.7 m Sideyard right 1m left 6m Front yard 9m Rearyard 9m Shed 6.1mx4.9m, 1m from Rearyard, 1 m from right Sideyard, 3.6 m from dwelling	Recommend approval
03	Public Housing by NLHC	Information on Rentals by NLHC	Information only
04	20 Airport Avenue	Crown land 60 feet by 150 feet.	Not approved Town has no record of him every applying for land Crown Land has another application for this land
05	Crown land	Town	Approved for land off TCH for commercial activity Crown land off Airport Ave for light industry extension of industrial park
06	Crown Land	South west of Deer Lake	Not approved encroaches on Water shed area and view scope of TCH

<b>(f) Public Works Superintendent Report</b>
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Report From: Public Works Superintendent David Thomas

Prepared For: Council & Management Team

Date Prepared: April 5, 2012

Timeframe: March 22, 2012 – April 5, 2012

Road:

- Installed new street signs, Signs on SAR Building
- Cold Patching
- Grading road cuts

Water:

- Clean filters
- Repairs to UV system

Sewer:

- Sewer plug on South Main Street and Second Avenue

Snow:

- 1 day of snow clearing
- 4 days sanding roads
- Widening roads
- Clearing sidewalks

Building Maintenance:

- Electrical Repairs SAR Building and FireHall
- Repairs at Fire Hall and Shed in yard

Misc :

- 3 days of Water resources conference in Gander
- Removed old cars at fire training site

**(g) Finance Meeting, April 5<sup>th</sup>, 2012**

**2012-0409-05, Finance Committee Meeting**

**Councillor Sheila Mercer/Councillor Elmo Bingle**

Resolved that the minutes /recommendations of the Finance Committee meeting for April 5<sup>th</sup>, 2012 be adopted as presented.

In Favor: Mayor Dean Ball  
Deputy Mayor Sandra Pinksen  
Councillor Kerry Jones  
Councillor Elmo Bingle  
Councillor Sheila Mercer  
Councillor Jean Young  
Councillor Myra Spence

In Favor 7; Opposed 0; abstained 0; Carried

Finance  
April 05, 2012

Deputy Mayor Pinksen

Councillor Elmo Bingle

Maxine Hayden

No	Description	Recommendation									
01	Bae Newplan Middle Road status report \$20,167.51	Recommend approval pending Government									
02	Be Newplan Wights Road status report \$1,442.98	Recommend approval pending Government									
03	Economic Development add Down home ¼ page \$713.00	Recommend approval									
04	Alzheimer Society Donation	Recommendation Donation of \$25.00									
05	Western Regional Hospital Live Well Event	Not approved									
06	Renovations Change Room \$14,192.80	Note 3 requests were made for quotes only one received recommend approval									
07	Deer Lake Atom A provincial donation	Recommend ½ page \$60.00									
08	Medical West Bunker r Suits \$8,780.10	Recommend approval in budget									
09	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Current equip</th> <th>Proposing</th> <th>proposing</th> </tr> </thead> <tbody> <tr> <td>Mailer 502/q</td> <td>Mailer DM125</td> <td>Mailer DM125</td> </tr> <tr> <td>Yearly \$2,008.00</td> <td>\$409/q yearly \$1,636.00 plus DF500 folder 391/q yearly \$1,564.00/ Total for year</td> <td>\$409/q yearly \$1,636.00 plus DF800 folder 435/q \$1,740.00/</td> </tr> </tbody> </table>	Current equip	Proposing	proposing	Mailer 502/q	Mailer DM125	Mailer DM125	Yearly \$2,008.00	\$409/q yearly \$1,636.00 plus DF500 folder 391/q yearly \$1,564.00/ Total for year	\$409/q yearly \$1,636.00 plus DF800 folder 435/q \$1,740.00/	Recommend changing to DM125 mailer plus the DF800 folder at a cost of \$3,376.00.
Current equip	Proposing	proposing									
Mailer 502/q	Mailer DM125	Mailer DM125									
Yearly \$2,008.00	\$409/q yearly \$1,636.00 plus DF500 folder 391/q yearly \$1,564.00/ Total for year	\$409/q yearly \$1,636.00 plus DF800 folder 435/q \$1,740.00/									

		\$3,200.00	Total for year		
			\$3,376.00		
10	Tax Adjustments Poll \$4,264.69 W/S \$896.00 Business \$2,534.72				Recommend approval
11	Deer Lake Search & Rescue annual grant				Recommend approval once we receive annual statement

## **Adjournment**

### **2012-0409-06, Adjournment**

#### **Councillor Elmo Bingle/Councillor Sandra Pinksen**

Resolved that since there is no further business that the meeting adjourn at 8:40 pm with the next regularly scheduled meeting set for Monday April 30<sup>th</sup>, 2012 at 7:30 pm.

In Favor:

- Mayor Dean Ball
- Deputy Mayor Sandra Pinksen
- Councillor Kerry Jones
- Councillor Elmo Bingle
- Councillor Sheila Mercer
- Councillor Jean Young
- Councillor Myra Spence

In Favor 7; Opposed 0; abstained 0; Carried

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Mayor Dean Ball

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Christa Jones, Administrative Assistant