

Minutes of the regular meeting of council held Monday, May 27th, 2013 No. 1253 held in Council Chambers, 6 Crescent Street, Deer Lake, NL.

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

Absent: Councillor Jean Young

Also in attendance: Town Manager, Maxine Hayden
Town Clerk, Lori Humphrey

Gallery: Bill Hayden
Paul Hutchings

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

2013-0527-01, Minutes No. 1252

Councillor Kerry Jones/ Deputy Mayor Sandra Pinksen

Resolved that the minutes of regular meeting of council, No. 1252 held Monday, May 7th, 2013 be adopted as presented.

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

In favor 6; opposed 0; abstained 0. Carried

New Business

Community Improvements Committee inquired about the flower barrels on Main Street. It was agreed by council that they will be responsible for filling one barrel each and they could either do it themselves or have it done by a flower shop.

Correspondence

Meeting No. 1253

Date: Monday, May 27th, 2013

No	NAME	REGARDING	CORRESPONDENCE
01	MAA	Clar Simmons Scholarship	Information sent out to employees
02	Youth Venture	Request for permit and licenses for student employment	Will we accept the request/ temporary vender permit needs to be revised
03	ACAP	Environment Explorer Days	Send to Rec Department
04	MNL	Municipal Awareness Week	Schedule meals/Sign Proclamation
05	Minister of Canadian Heritage and Official Language	Canada Day Celebrate Grant	For information purposes
06	The Avalon Dragon	Dragon boating team	For information purposes
07	Hospitality NL	News letter May 13, 17 and 22	For information purposes
08	Tim Horton's	Camp Day 2013	If you would like to participate contact Cathy at Tim Horton's

Reports

(a) Finance (May 24th, 2013)

2013-0527-02. Finance

Deputy Mayor Sandra Pinksen /Councillor Elmo Bingle

Resolved that the minutes/recommendations of the Finance Committee Meeting May 24th, 2013 be adopted as presented.

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

In favor 6; opposed 0; abstained 0. Carried

Finance
May 24th, 2013

Deputy Mayor Sandra Pinksen
Councillor Elmo Bingle
Maxine Hayden

NO	Description	Recommendation
1	Alzheimer Society donation	Recommend approval of \$25.00
2	Walk for arthritis – Sunday June 9 donation	Recommend approval \$25.00
3	Walk for diabetes gold sneaker donation June 9	Recommend approval \$25.00
4	Tax adjustments	Recommend approval 114112 for \$345.00, defer 110915, not approved for 110967
5	Accounts payable \$39,871.15	Recommend approval
6	Search and rescue grant looking for increase in grant for 2013	Recommend approval for release of \$5,000.00 now and review their request for additional grant money
7	Hearing test 8 people \$35.00 each	Recommend approval

(b) Environment and Housing (May 23rd, 2013)

2013-0527-03, Environment and Housing

Councillor Kerry Jones /Councillor Myra Spence

Resolved that the minutes/recommendations of the Environment and Housing Committee Meeting May 23rd, 2013 be adopted as presented.

In Favor: Mayor Dean Ball
Deputy Mayor Sandra Pinksen
Councillor Myra Spence

Councillor Sheila Mercer
 Councillor Elmo Bingle
 Councillor Kerry Jones

In favor 6; opposed 0; abstained 0. Carried

Environment & Housing
 May 23rd, 2013

Councillor Kerry Jones
 Councillor Myra Spence
 Maxine Hayden
 Terry Barnes

NO	Address	Description	Recommendation
01	TCH -1 km west of Junction brook / 1 km east Airport boundary around old dump road	Green house development 1200 feet by 400 feet	Recommend approval in principal pending approval , Government services, Mines Brach, Transportation branch, environmental assessment division, water resources, division, agriculture branch, Forestry ,
02	76 Whites Road	Home Based Business of renovating bathrooms, decking discretionary advertised May 21,2013	If no objections received by May 28,2013 recommend approval
03	12 Middle Road	Shed 3.66m x 3.66m height 2.44 m, Rearyard 4.36m right Sideyard 2.1,m , 20 meters from dwelling same area as old shed	Recommend approval
04	7A Chaulk's lane	Retaining wall garage	Not approved still require an engineer to approve development.
05	St Jude's	New dwelling originally approved in November 2008	Recommend reapply and fill out new application

			for Government services.
06	Little Harbour	Boat house/garage/cottage	Defer for more clarification on exact location
07	Crown Land Williams Ave./whites road	Grow flowers and vegetables Frontage 65 depth 35	Recommend approval
08	7 Old Bonne Bay road	Request permission to open 18 units fall 2013 and 18 spring 2014	Pending approval from government services and fire commissioner, must have exterior completed
09	Route 430	Install 24 trailer sites on Gateway to North property	Approved in principle pending approval government services.
10	7 Hink's Lane	Purchase land in 2009 selling price was 29,000.00 plus HST and cost of survey	Recommend if this price is not suitable they give the Town a counter offer for consideration
11	8 Riverside drive	New dwelling 1 ½ story length 34 feet by width 28 feet height 18 feet front yard 65 feet rear 537 feet left Sideyard 25 feet right Sideyard 61 feet plus garage 24 x 20 Sideyard 10 feet Rearyard 10 feet 30 feet from dwelling plus shed 10 x 10 23feet from dwelling Sideyard 10 feet rear 471 feet	Recommend approval with stipulations: living area for houses on these lots must be constructed at a minimum Geodetic elevation of (9.4(0.6 meters above the 1:100 year flood elevation) The 1:20 year return period flood line (8.2m elevation) must be located by a surveyor in the field and flagged to indicate a No Construction @Zone and the setback from the front Boundary of the

			<p>property as required by the Town's Regulations.</p> <p>Fill may only be placed on the lots to the extent required for flood protection. In any case, the fill must not be placed more than 6 meters from the sides or rear of a house or within the NO Construction Zone. Any fill placed in this zone must be removed.</p>
--	--	--	--

(d) Digital Sign Policy

2013-0527-04, Digital Sign Policy

Deputy Mayor Sandra Pinksen /Councillor Elmo Bingle

Resolved that the Digital Sign Policy be adopted as presented.

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

In favor 5; opposed 1; abstained 0. Carries

May 28th, 2013

Dear Business Owner:

We write to remind you of an inexpensive yet effective means of local advertising: the town's digital sign located on Commerce Street.

Digital signage permits you to customize content to your clientele, thereby reaching them when they're most responsive. Digital signage enables retailers and service providers to use messages directed to the right audience, anytime, anywhere. This method ensures message control while allowing for the delivery of real-time content driven by time, locations, demographics and promotions.

For very affordable rates, you can have your advertisement broadcast on the sign and available for viewing by hundreds of people each day. Following are the advertising rates for the digital sign:

Per Day:	\$ 25.00 + HST
Per Week:	\$125.00 + HST
Per 2 Weeks:	\$210.00 + HST
Per 3 Weeks:	\$275.00 + HST
Per Month:	\$300.00 + HST

Advertisements can be a maximum of 16 characters per line with a maximum of four lines, although for best visibility we recommend two lines per screen. The ads can continue onto a second page at no extra cost. Each ad runs for 10 seconds at a time although this can be adjusted.

Payment must be received up front before the advertising is placed on the digital sign. Payment can be made at the Town Office.

For more information or to book your advertisement today, contact the Economic Development Office at 635-0165.

Best regards,

Damon Clarke
Economic Development Officer, Town of Deer Lake

Town of Deer Lake - Digital Sign Policies

Introduction

The Town of Deer Lake has erected a digital sign on Commerce Street. The purpose of the sign is two-fold: one is the obvious practical purpose of providing a means for advertising in one of the busiest sections of town. The other purpose is to discourage the use of printed paper notices on signs and poles around town (please see below).

The digital scrolling text has red lettering and it broadcasts around the clock. Construction of the sign was paid by Re/Max in return for exclusive sponsorship rights, which include the right to place their name and logo on the frame of the sign.

The town uses the sign to provide advertising to local businesses and to provide a similar platform for local community service groups and for the purpose of generating timely communication of important public alerts regarding public safety, traffic and natural disasters.

Process for Placing Notices on Digital Sign

All notices must be provided to the Digital Signage Co-ordinator, a role filled by the Town of Deer Lake Economic Development Officer, or his/her designate. The co-ordinator reserves the right to edit text and image submissions and to utilize submitted information appropriately to deliver the message conforming to Town of Deer Lake guidelines and quality standards.

The Digital Signage Co-ordinator has the right to reject any submissions that are not deemed to be acceptable. The following are not acceptable content for the digital sign:

- religious messages
- political messages
- sexually suggestive material
- fundraising advertisements or sponsorships for any initiative not directly associated with the Town of Deer Lake

Messages MUST be brief and concise. The number of characters to be used in each line is 16. There are 4 lines but the co-ordinator will strive to limit this to two or three lines where possible, given that the sign is located in an area of high vehicular traffic. Content messages should be easy to comprehend and include only essential information such as time, date and place of event.

All requests should be made at least three days in advance of desired posting time. All messages must be booked with a desired start and end date and will be posted no longer than the time specified. The loop is dynamic and is driven by new contributions. Screens are removed when the message or advertisement expires.

Advertising by Non-Profit Groups

The digital sign supports numerous local non-profit organizations. It is intended as an advertising vehicle for local businesses and non-profit groups. The content for businesses will be defined by their own advertising needs, within the parameters established above. For non-profit groups, advertising will be limited to the promotion of upcoming events.

Local non-profit groups can avail of free advertising two separate times each year. Groups will be allowed to run an advertisement on the sign daily for a period of one week, on two separate occasions. Once the two complimentary spots are used, the service organization or church would have to pay for their advertisement at the established rates (please see below).

Advertising for the Town Council and affiliated groups

Digital signs provide a reliable and effective emergency communication system during emergency situations. The digital sign is also an integral crisis management tool to be used in cases of emergency.

Advertising Rates

Business Advertising Rates:

Per Day:	\$ 25.00 + HST
Per Week:	\$125.00 + HST
Per 2 Weeks:	\$210.00 + HST

Per 3 Weeks: \$275.00 + HST
Per Month: \$300.00 + HST

Other Advertising:

Advertising by local residents for yard sales, garage sales, birthdays, anniversaries, etc.: \$25 + HST per week (no daily rate)

Advertising by local service groups for fundraising events: Free for up to one week;
\$25 per week thereafter

Payment must be received up front before the Advertising is placed on the digital sign. Payment can be made at the Town Office.

Placement of notices on signs or poles illegal

As part of the adoption of the digital sign as one of the primary means for communicating within the town, it is also proposed that council pass a by-law making it illegal for people to place paper or other notices on any town-owned signs or poles in the community. Violators would be charged \$25, which is the minimum rate for advertising on the digital sign.

(d) Economic Development (May 22nd, 2013)

2013-0527-05, Economic Development

Councillor Sheila Mercer /Councillor Kerry Jones

Resolved that the minutes/recommendations of the Economic Development Meeting May 22nd, 2013 be adopted as presented.

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

In favor 6; opposed 0; abstained 0. Carried

Economic Development Committee Minutes

Meeting of May 22nd, 9:00 am

In Attendance	Regrets
Sheila Mercer, Town Councilor	Terri Lynn Robbins, Deer Lake Chamber of Commerce
Terri Gilbert, Business Owner	Chairperson Jean Young, Town Councilor
Damon Clarke, Economic Development Officer	
Cyril Kirby, Committee Member	

I. Call to Order

The meeting was called to order at 9:00 am.

II. Old Business

a. Heritage Project

The Research Co-ordinator provided an update on the project and on planning for the Appreciation Night for May 30. There was also a discussion on the issue of providing participants with a \$20 honorarium. While there are funds in the budget, members of the committee were uncomfortable with the idea. The issue was put to a vote and the result was 3-0 against the idea.

b. Deer Lake as a destination for resettlement communities

The EDO reported he has had one response from Little Bay Islands as a result of the letters sent earlier this month. The e-mail read in part "Thank you for your letter inviting us to settle in your town. It is the first we've received. We appreciate the information and will certainly consider Deer Lake should we move."

c. Kruger land update

The EDO provided an update, as per the most recent briefing note. He will follow up with the government before the end of the week and reminded committee members that the one-month period council agreed to will expire late next week.

d. Re-zoning in George Aaron Drive area

The notice has appeared in the May 18 edition of *The Western Star* and is slated to appear again on May 25. If any concerns are raised regarding the issue, a public hearing will be held June 5.

e. Extending municipal boundary south

The EDO is still waiting for updated maps from Kruger.

f. Outdoor Show

The EDO reported that based on his phone calls, interest in the outdoor show is lukewarm among local businesses. He will get together with the executive director of the Deer Lake Chamber of Commerce in the coming days to make a determination on whether or not to proceed with planning for the show.

g. Kruger, Town of Deer Lake land issues

The EDO is waiting to hear back from a company representative regarding follow-up with these issues.

h. Fingerboard Signs

The committee is still waiting to hear back from Western Signs regarding the price to create separate fingerboard signs for all businesses.

i. Access to Beaulieu, RTGO land from Route 430

Permit applications have been submitted by the EDO on behalf of both parties, seeking highway access to land on either side of Route 430 between the overpass and the bridge. We are waiting to hear back.

III. New Business

a. Digital Sign

The EDO has prepared policies governing the use of the digital sign as a pre-cursor to taking over operation of the sign. He has also developed a letter to be sent to all local businesses. This will go to the next council meeting May 27. Once council grants its approval, the EDO will assume responsibility for the sign.

b. Stewardship Area

Charmaine Barney will deliver a presentation to the next council meeting on the Habitat Conservation Plan for the Town of Deer Lake. When the agreement was originally signed in 2012, it included two areas within the municipal boundaries. This did not include the triangle-shaped island in the mouth of the Humber River. The town needs to take the next step with its stewardship agreement, which could include developing trails to the areas.

c. Nalcor Workshop

The EDO is waiting to hear back from the provincial government regarding possible dates for this business information session.

IV. Other Business

V. Next meeting

Wednesday, June 5, 2013, 9 am

VI. Adjournment

Meeting Adjourned at 10:45 am

(e) Parks and Recreation Committee Meeting (May 21st, 2013)

2013-0527-06, Parks and Recreation

Councillor Sheila Mercer /Councillor Myra Spence

Resolved that the minutes/recommendations of the Parks and Recreation Committee Meeting May 21st, 2013 be adopted as presented.

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

In favor 6; opposed 0; abstained 0. Carried

**Parks and Recreation Committee Meeting
May 21st, 2013**

Attendance:

Councillor Sheila Mercer
Councillor Kerry Jones
Glynn Wiseman
Junior Pinksen

1) Arena

(a) Athelitica Sport System has started the installation of the new arena dasher boards. The installation will completed by May 31st as per tender.

2) Bike Park Resurface

We invited four local companies to bid on the labour component of the preparation and resurfacing of the Park.

They were:

Humber Ready Mix
Perry's Ready Mix
L.T.J. Trucking
B & S LTD

The only company that bid on the Labor component was L.T.J. Trucking at \$9,875.00 + HST.

Humber Ready Mix did offer a bid on cement only as well as Perry's Ready Mix. Perry's Ready Mix was the cheapest at \$9120.00+ HST.

We as a Recreation Committee recommend accepting the Bids of L.T.J. Trucking and Perry's Ready Mix. We would like to commence the work as soon as possible.

Upon completion the Park can be used by Skateboarders as well as Scooters.
Multifunctional use.

3) We have received a Grant from Heritage Canada for our Canada Celebrations.

- 4) We will be doing interviews for our summer program camps in the next two weeks. We are approved for four positions through the Canada Summer Jobs Program. (CSJ)
- 5) The Soccer Field on Bennett Avenue after our upgrade is ready to go this season.
- 6) Our Summer Program will be partnering with the Kids Live Well Marathon this year.

Adjournment

2013-0527-07, Adjournment

Deputy Mayor Sandra Pinksen /Councillor Sheila Mercer

Resolved that since there is no further business that the meeting adjourns at 8:25 pm with the next regularly scheduled meeting set for Monday June 10th, 2013 at 7:30 pm.

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

In favor 6; opposed 0; abstained 0. Carried



Mayor Dean Ball



Lori Humphrey, Town Clerk