THE CORPORATION OF THE TOWN OF GEORGINA
IN THE REGIONAL MUNICIPALITY OF YORK

THE LINK STEERING COMMITTEE

AGENDA

January 13, 2015
10:00 a.m.
Council Chambers

1. CALL TO ORDER

2. ROLL CALL

3. INTRODUCTION OF ADDENDUM ITEMS

4. APPROVAL OF AGENDA

5. DECLARATIONS OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

6. ADOPTION OF MINUTES

   Pages 1-4

   6.1 Minutes of the meeting held on September 9, 2014

7. CONSIDERATION OF REPORTS ON THE AGENDA

8. COMMUNICATIONS

   8.1 General Information Items

      Pages 5-20

      8.1.1 Vegetable Cart Presentation Information – Sutton Lions Club

      Pages 21-27

      8.1.2 Draft Riverfront Partnership Strategy – Ladies of the Lake

      Pages 28-30

      8.1.3 Rewilding Lake Simcoe – The Challenge Brief

      Pages 31-35

      8.1.4 RC-2014-0032 – The Link Logo and Steering Committee Update Report – to be presented to Council September 9, 2014

      Page 36

      8.1.5 Canadian Food Centre Update – Catherine Cook, Vice Chair
8.1.6 Farm-Link Concepts

8.2 Disposition Items

9. OTHER BUSINESS

10. MOTION TO ADJOURN
THE CORPORATION OF THE TOWN OF GEORGINA
IN THE REGIONAL MUNICIPALITY OF YORK

FORMER SUTTON PUBLIC SCHOOL STEERING COMMITTEE

MINUTES

September 9, 2014
10:05 a.m.
Council Chambers

1. CALL TO ORDER

2. ROLL CALL

The following members were in attendance:

Margaret Quirk
John De Faveri, Chair Catherine Cook, Vice Chair
Dr. Rostam Azarbehi Councillor Hackenbrook

The following members were absent with regrets:

Irene McNeil
Christine Hill-Caballero
Peter Budreo
Mayor Grossi

The following guests were in attendance:

Barbara Rogers, Georgina Art Centre and Gallery
Mary Catherine Macaluso, Hospice Georgina

The following staff members were in attendance:

Phil Rose-Donahoe, Manager of Culture
Michele Vandentillaart, Committee Services Coordinator

3. INTRODUCTION OF ADDENDUM ITEMS - None

4. APPROVAL OF AGENDA

Moved by Councillor Hackenbrook, Seconded by Dr. Rostam Azarbehi

RESOLUTION NO. FSPSSC-2014-0048

That the agenda be approved as presented.

Carried.
5. DECLARATIONS OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF - *None*

6. ADOPTION OF MINUTES

6.1 Minutes of the meeting held on August 19, 2014

Moved by Councillor Hackenbrook, Seconded by Dr. Rostam Azarbehi

**RESOLUTION NO. FSPSSC-2014-0049**

That the minutes of the Former Sutton Public School Steering Committee meeting held on August 19, 2014 be adopted as presented.

*Carried.*

7. CONSIDERATION OF REPORTS ON THE AGENDA

7.1 Status of Project Coordinator Position – Verbal Update from Phil Rose-Donahoe, Manager of Culture

**Phil Rose-Donahoe, Manager of Culture** addressed the Committee members as follows:

- No further movement on this position as of today's date
- The Project Coordinator position description will be circulated to the Committee members for review
- Nothing further to report regarding a possible meeting with FED Dev although a recent staff meeting was held and the outcome was that the Town will keep the budget that’s in place as is.
- Peter Van Loan, MP, has indicated that there may be other funding available that could cover the FED Dev shortfall – further details will follow
- Winanne Grant, Chief Administrative Officer of the Town of Georgina, has taken an active role on this project, future funding possibilities and future meetings with FED Dev and will ensure appropriate legal counsel is administered where required.
- Brownfield remediation funding is being investigated by the Town’s Planning Department as to whether the former Sutton Public School site meets the criteria
- The gas tax fund has been expanded to include community improvement funding and recreation and culture amenities which could also be a possible funding source.
- Construction on the site may occur by October 2014
- Staff are consulting with Council, and possibly York Region on the development possibilities of the north wing of the building that was originally going to be demolished or ‘mothballed’.
- Charles Rosenberg, Hilditch Architects and architect for the design of ‘The Link’ has come up with a plan for a multi-level 80 unit housing complex as a possibility for the north building which could be presented to York Region.

Moved by Dr. Rostam Azarbehi, Seconded by Catherine Cook

**RESOLUTION NO. FSPSSC-2014-0050**

That the verbal update on the status of the Project Coordinator position for ‘The Link’ be received.

Carried.

8. **COMMUNICATIONS**

8.1 General Information Items

8.1.1 Cannington Food Hub – E-mail Communications and Terms of Reference

Phil Rose-Donahoe, Manager of Culture, noted that an invite has been extended to this Committee to participate on the Cannington Food Hub Steering Committee. John DeFaveri, Chair, volunteered to participate.

8.1.2 Vegetable Cart Presentation Information – Sutton Lions Club

8.1.3 Draft Riverfront Partnership Strategy – Ladies of the Lake

8.1.4 Rewilding Lake Simcoe – The Challenge Brief

8.1.5 RC-2014-0032 – The Link Logo and Steering Committee Update Report – to be presented to Council September 9, 2014

8.1.6 Canadian Food Centre Update – Catherine Cook, Vice Chair

Moved by Councillor Hackenbrook, Seconded by Margaret Quirk

**RESOLUTION NO. FSPSSC-2014-0051**

That the general information item 8.1.1 be received and items 8.1.2 to 8.1.6 be deferred to the next meeting.

Carried.

Councillor Hackenbrook left the meeting at 10:31 a.m.

Quorum was lost at 10:31 a.m. therefore, the meeting concluded.
8.2 Disposition Items

9. OTHER BUSINESS - None

10. MOTION TO ADJOURN

   The next meeting will be at the call of the Chair.
Sutton & District Lions Club

Vegetable Cart Presentation
Photos of the cart
Vegetable Cart with our Banner on it
Demographics of the Sutton Area
Sutton Demographics (2011)

- **Town of Georgina**
  - Population 43,517
  - Lone-Parent Households 1,520
  - Unemployed 4%
  - Not in Labour Force 29%

- **Sutton**
  - Population 5,938
  - Lone-Parent Households 10%
Other Community Resources

- Georgina Food Pantry currently helps over 1000 people per month with a 4 day supply of food.
- Sutton Youth Shelter currently supplies youth (16–26) with a small amount of groceries to those without means to support their dietary needs.
- Salvation Army Church currently supports those needing help with maintaining their housing and can provide a single $25 gift card to purchase a few dietary needs.
- St. Andrews Church on Dalton road provides a weekly meal and a small bag of food for those that otherwise might go hungry.
Benefits to the Community of Sutton
Some benefits include:

- Local food tastes better
- Local food is more nutritious
- Local food preserves genetic diversity
- Local food promotes energy conservation
- Local food uses less packaging
- Local food supports local farmers
- Local food builds community
- Local food preserves open space
- Local food supports the environment and benefits wildlife
- Local food is about the future
As the demand for local fresh produce continues to grow, innovative programs to help small farmers bring their produce to market are also expanding.

Produce will be better quality as they will not have to travel long distances and have chemicals put on them to preserve some of the nutritional value of them.

Locally grown, fresh harvested, straight to the consumer.
Benefits of Partnering with Local Farmers
Where the Vegetables come from

- Provides community members with locally grown produce
- Full circle local partnership
- Farmers supply produce to the Lions Club at wholesale prices
- Lions Club passes those savings onto the community
- Locally grown and sold for maximum freshness and quality foods
- Community buyers help farmers with additional income source
How will this Help the Community of Sutton
Why are Local Food Systems Important?

- Supporting local food systems helps support local, sustainable run farms
- It can protect our health and the health of our community
- It helps to stimulate the local economy
**Project Plan Outline**

**Start of Year**
- Cart would begin operating May 1
- Hours of Operation are: Fridays 3pm – 8pm, Saturdays & Sundays 8am – 3pm
- We would also be open on Holiday Mondays

**Summer Months**
- The cart will supply fresh produce to the community throughout the summer months
- The cart would also sell camp fire wood and Christmas Trees

**End of Year**
- Cart would end selling fresh produce until December 20
Requested Location

- We would like to place the cart at the old Sutton Public School where the Community HUB is currently under construction.
- This is a highly visible area that provides easy access to the produce being sold on the cart weekly.
Thank you
Sutton & District Lions Club
Draft Riverfront Partnership Strategy

Shoreline Landowners Residential Research

December 15, 2013
Riverfront Partnership Strategy

Introduction

Over the past 9 months, an extensive research project has been conducted to determine how to significantly increase the numbers of people who voluntarily care for the shorelines of Lake Simcoe and its tributaries, thereby improving the short and long-term health of Lake Simcoe. This research is profiled in a Final Report that outlines a new methodology through which to engage shoreline residents and communities: by revitalizing and evolving the relationship between people and nature. This shoreline strategy has been developed as part of that Report, to a) help identify the vulnerabilities of a riverfront site from the perspective of both people and nature, and b) offer suggestions as to the redesign of a riverfront property in a way that would deal with the vulnerabilities as well as inspire people to get outside, revitalize their relationship with nature, and introduce these changes on their own properties.

This strategy has six sections: 1) Initial Assessment; 2) First Glance Remedies; 3) a Vision for the Site along with a set of Design Principles for the Site; 4) Design Features, 5) Re-Imagining and Redesign Concepts, and 6) Getting Started.

1. Initial Assessment

River environments are fascinating places. There is constant movement connecting people and places. This makes these very special environments to experience not only nature but the feeling of change.

The site that was utilized for this strategy was one that is often typical of riverfront properties. It has three distinct environments: a) an old public under renovation with surrounding property; b) a ravine; c) a river shoreline. The combination of environments is one that demonstrates a major challenge for shoreline properties. Often the actual shoreline is hidden and access limited by buildings and their surrounding properties.

In this case, the access to the shoreline was limited by a highly uninviting building, a large field of grass, a 6-foot fence a steep ravine with a limited trail, and no formal water access at the shore. Because this has been public school, there had been safety issues and therefore the need for the fence. From the building, and large grass field (with obvious sign of fill) however, one would never know that a beautiful river was waiting to be discovered.

Not only was the upper property bleak and unappealing, drainage of run off from the expansive sod and pavement around the building goes directly down the ravine and into the river.
It was evident that people are using the ravine, but were not aware of its value, given the garbage left behind. As this looked like an abandoned area to the unaware, with fallen trees and major shrub activity, this is not surprising.

There were no clearly marked trails down to the shoreline, and once down by the river, there were no formal access points, and again not easily maneuvered by less active individuals.

Overall the assessments of these environments, separated from the adjacent downtown area, was that this was a disconnected, unwelcoming and isolated experience that had huge potential if it look its lead from the river: movement and connection.

2. First Glance Remedies

Having experienced the site first hand, and listened to the expert perspective, the following initial ideas were generated. These ideas reflect the immediate areas that were demanding change; for example linking the various environments together, as well as with the downtown area with trails and paths; naturalizing the areas around the building and grass field; recognizing the potential for a shoreline sanctuary alive with movement; and using the natural processes to help filter the runoff, thereby improving the rive water quality and hence the water flowing into Lake Simcoe. There was also a desire to utilize this place of ongoing change for observation and learning. *The question becomes, how could these changes be made in new and novel ways to simultaneously meet the needs of both people and nature?*
3. Vision & Design Principles

In order to go beyond our current thinking in this domain, the partnership between people and nature has been applied as a new lens through which to explore how these various changes could be made. To do that, it is important to step back and look at the site from a longer term and broader perspective. The emerging vision for this site is:

*We envision this shoreline property that is both a welcoming suburban oasis that connects people to the community and nature, as well as an icon of movement and experimentation. This river shoreline is Sutton’s gift to protecting and inspiring innovative improvement of Lake Simcoe’s health that will result in the wellbeing of all its inhabitants.*

The following design principles help bring this vision alive in more practical ways:

- To utilize the energy and movement of the river to inspire designs that connect people and nature to the spirit of the place, its history and potential for the future.
- To integrate three levels of elevation: shoreline, woodland and upper bank in a way that provides unique habitats and movement for people and nature.
- To link the downtown, shoreline and upper bank through a series of accessible pathways, trails and learning experiences.
- To experiment with the marriage of science and arts to create experiences that are inviting and exciting for people, while helping to restore the habitat and waters to health.

4. Design Features

The design features that exemplify these principles fall into 3 categories: a) the shoreline; b) trails and pathways and c) the grass field and building.

a) The Shoreline

This is where all the action is and therefore needs to have various forms of access to the water for various activities.

- Formal access points to touch and connect to the river.
- A soft launch area for kayaks and canoes.
- A floating lab that would allow kids and adults alive to conduct experiments on shore and in the water.
b) Trails and Pathways

There is an opportunity to create a trail and pathway that would flow like the river connecting various locations:

- Create a pathway system that links the downtown, ravine, shoreline, ‘green space’, building and Dalton Road. Path would usable all year round; the importance of permeable materials that allows for infiltration of rain water was highlighted. The ‘boardwalk style’ path along parts of Tom Taylor Trail in Newmarket was given as an example.
- Incorporate places to stop along the path that would create both high vantage points, as well as low areas to explore near the river.
- The trails would allow people to experience the diversity of the site through features that stimulate the multi-intelligences and tap the senses – visual, sound, smell.
- Create viewing platforms at various levels on the slope.
- Build a raised bridge path across the river. The bridge feature will provide a view over the water and connect residents on the opposite side.

c) The Grass Field & Building

The river and its embankment provide great examples of what can be done to change this large expanse of grass and areas surrounding the building.

- Remove the fence and allow the forest to naturally move into the upper portion of the property.
- The area that is now lawn would be redesigned to experiment with various forms of stormwater management and filtration that also provided a cultural perspective – for example a large labyrinth that had various stations for activities, such as gazebos and exercise, but also with unique types of bioswales.
- The watercourse could be opened up, as water is being pulled from somewhere. If its not pulling storm water then there is good water quality. Ponds could be considered on the upper level as a water feature, along with foliage islands and fountain to south of the building.
- Benches and observation areas would be created with specific vistas for inspiration and healing (a hospice is one of the tenants).
- The skate park would be ‘naturalized’ – this could be through plantings and connections to the building, or relocated to the embankments where a true naturalized skate park experience is created (like snowboarding).
- Out front of the building is softened with parking relocated, and natural plantings.
- A teaching garden would be connected to the Food Bank and Kitchen along with Rooftop gardens on building that would be created with murals complementing it.
- Replace asphalt out front with gardens, seating and permeable surfaces.

5. Re-Imagining & Redesign Concepts
In order to understand how this vision could be mobilized, using various design features, two designs were developed. The first one is a re-imagining that combines various existing ideas to create a new experience for those coming to the riverfront. This design shows a partnership - with people and nature co-existing. The redesign is an innovative new idea that demonstrates a co-creating form of partnership between people and nature.

Re-Imagining the Riverfront

In this reimagining, a house design¹ has been re-configured as a unique lab experience that allows people to connect directly to the water as well as utilizing technology to help conduct experiments and further enhance the learning. This could be for both physical and social sciences. The ‘Exbury Egg’² creation is a unique floating experience that is currently being used in England to assess tidal patterns as well as peoples’ interaction with nature. In this scenario, the ‘egg’ can be both a stationary and floating art studio that could provide people of all ages to connect to the river in a unique way, and reflect that through art. Finally the fish sculpture³ spurts water while letting people know the water temperature. This design helps people get to know nature better.

Redesign of the Riverfront

While the above reimagining provides new experiences to connect to and learn about the water, the redesign takes its direction from the movement of the river. In this design a skatepark ramp and bowl are situated close to the riverbank so that the young people can be part of a natural environment and replicate the energy of the water. The boardwalk, close to the water’s edge, allows for easy access to the water with various platforms that extend into the river for activities such as fishing.
What makes the redesign fall into the co-creation partnership category however, is that the skatepark components and the boardwalk are designed and made from materials that allow these structures to function as a stormwater management system, filtering the runoff before it enters the river to be taken away to the lake. This could have a significant impact on the water quality, while providing unique experiences for people to connect and be influenced by the river.

6. Getting Started

This stretch of the Black River—a hidden gem, could be Sutton’s gift to its people and the lake. While suggestions were made for the land above the shoreline, it is really the ravine and the water’s edge we would like to focus on.

This site is typical of many along the shores of the Black River; ie limited access, and no real attractions to draw people to the shoreline, other than fishing. It is critical to provide not just access to the water, but also experiences to draw people of all ages to get to know the life of the water, throughout the seasons, as well as explore how the health of both people and nature can be enhanced. Linkage and movement were very strong themes that could apply to many river shoreline properties. Providing access to the water is one thing, but providing activities that could improve the water quality, while opening up the creativity and curiosity of people through floating labs and studios is where a partnership begins to appear.

True partnership in the form of a naturalized skate park on the ravine that provides stormwater management and water filtration is also an outcome that needs further examination. The opportunity to experiment with stormwater management with cultural features was very evident on this property, and could be a unique facet of a trail system.

The ‘where to start’, would be identifying locations where these ideas could actually be tested. There are also great possibilities for partnership as these concepts cross many disciplines and industries. These ideas are exactly what the ReWilding Lake Simcoe ‘Design Lab’ is aimed to explore.

One last key aspect of this strategy is that river shorelines play a unique role in linking and connecting diverse environments, as well as people and place. These are not static places, but full of movement and change that take on different forms in every season. It is strongly recommended that this environment significantly influence the design whenever a property is being developed that connect to a river shoreline. A partnership in which the learning and richness of a river environment can stimulate new creativity and ideas that benefit both people and nature is certainly worth considering.
1. The Case for Change

ReWilding Lake Simcoe is a collaborative project to advance the impact of community action to help Lake Simcoe while enriching people’s lives. By combining social, scientific and technological innovation, ReWilding is fuelling the renaissance of Lake Simcoe communities through deep and beautiful change that comes from enhancing the relationship between people and nature.

ReWilding Lake Simcoe is:

• 24 on-the-ground projects around the Lake Simcoe watershed.
• New entrepreneurial opportunities.
• New design concepts, products and inventions.
• Communities, government, institutions of higher education and NGOs coming together to help to Lake Simcoe in exciting in new ways.

Below are key reasons why we have embarked on this type of initiative.

• Lake Simcoe’s health is calling us to change.

• Current methods such as Community Based Social Marketing are not engaging those outside the environmental zone. It is this majority of ‘unusual suspects’ that need to be mobilized.

• What many people have disconnected from is the sense of awe that they once felt about nature. This sense of wonder needs to help people make sense of their daily lives.

• When researching why the majority of people aren’t engaging in efforts to help Lake Simcoe, the core issue became the relationship between people and nature. In many cases, there is none. A partnership type relationship, rather than a people dominated or nature dominated relationship is a new frontier.

• With new frontiers we start fresh, challenge what we believe to be true, bring wisdom of the past with exciting new possibilities for the future.

• We are exploring this new frontier through the design of public spaces that have been abandoned and neglected and are existing below their potential, often mirroring the lives of people who live close to them.
2. Why Design for a Partnership Between People and Nature

ReWilding has developed a unique framework and lens through which to achieve its objectives – the partnership between people and nature. Below are key benefits of designing public spaces based on a partnership between people and nature:

- The human and natural worlds often mirror each other. When one is in stress, so is the other. Nature holds many solutions as how to enrich our lives and deal with the pressures of our day-to-day lives. Whether in relationships, health, or finances, nature offers new patterns of thinking that can free us from being trapped in patterns of negative behaviour. In other words, nature can help us deal with our social and economic issues, while we take care of nature.

- This partnership unblocks joy that comes from both nature and people getting to know each other better.

- This partnership creates the conditions for the marriage of heritage and 21st century innovation.

- This partnership inspires the re-enchantment of people’s lives and spaces, through the blending of unique spirit of place and scientific innovation.

- This partnership fosters inventive approaches to chronic issues facing people and the Lake.

- This partnership demands a new form of design that meets: diverse uses (productive, recreational and spiritual), diverse needs (multigenerational, multicultural) AND diverse natural habitat (biodiversity).

- This partnership redefines
  - feeling clean from sterile pavements to lush beauty
  - feeling safe from fences to the protection of biodiversity
  - feeling stimulated from screens to rich natural multisensory environments

3. Criteria for Project Evaluation and Selection

The following criteria must be met for the project to be funded through ReWilding Lake Simcoe:

- Projects must connect people in ways that reflect the novel spirit of the place and the needs of the people. The project must provide access to the water in innovative ways as well as have high visibility to encourage knowledge transfer.

- Projects must help people find a reason to care by meeting the unique needs of the water and people not met elsewhere. When you stop caring about the land, you stop caring about the water.
• Projects must provide live demonstration of bringing dreams into reality using water thinking, design thinking and holistic ecosystem thinking. Even if community can look at a space and dream, translating to reality is a vital next step.

• There must be a community champion to bring the plans to life.

• The chosen area needs to be representative so that people are inspired to say “I can do that!”.

• The project meets the objectives of the Lake Simcoe Southern Georgian Bay Clean Up Fund in measurable ways

• The project has the ability to measure environmental, social and economic impact.

4. Potential Project Process

Below is an outline of how the project process would flow for 2014-1015.

1. October 2014: PODcaching: (POD = Potential Opportunity for Design) This is a gentle introduction to ReWilding and an initial social and environmental assessment by 15 to 10 community members.

2. October 2014: The community submits a brief application identifying how the project meets the project selection criteria and why it should be funded through the ReWilding Lake Simcoe initiative.

3. November 2014: Design Party: This is a community design workshop exploring the key needs of the community members through various personas, along with identifying potential design solutions.

4. February 2015: Design Lab: The persona profiles and potential design solutions are taken to a professional Design Lab where the community concepts and ideas are further developed by multidisciplinary experts from design, arts & culture, science, and the environment.

5. March 2015: ReWild! Studio: The outcomes of the Design Lab are brought back to the community for decisions as to overall theme, and which projects will be funded.

6. April 2015: An Implementation Plan is developed for the site ReWilding

7. May 2015 to September 2015: The Implementation Plan is implemented

For more information on ReWilding Lake Simcoe please go to www.rewilding.ca
THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. RC-2014-0032

FOR THE CONSIDERATION OF
COUNCIL
SEPTEMBER 9, 2014

SUBJECT: THE LINK LOGO AND STEERING COMMITTEE UPDATE

1. **RECOMMENDATION:**


2. That Council adopt the recommendation that the Former Sutton Public School Steering Committee be renamed The Link Steering Committee.

3. That Council adopt the recommendation of the additional core tenant appointees to the Steering Committee.

4. That Council adopt the proposed logo for The Link recommended by the Former Sutton Public School Steering Committee.

2. **PURPOSE:**

The purpose of this report is to receive Council’s approval to rename the Former Sutton Public School to The Link Steering Committee, add new core tenant appointees to the Steering Committee, and for the Link logo.

3. **BACKGROUND:**

On July 8\(^{th}\), 2014, the Former Sutton Public School Steering Committee passed Resolution No. FSPSSC-2014-0042:

“That the Former Sutton Public School Steering Committee (FSPSSC) recommend that Council approve the following additions and revisions to the FSPSSC appointments for the current core tenant appointees:
Hospice Georgina:  Resignation of Appointee- Marie Morton  
New Appointee- Mary Catherine Macaluso  
1st alternate- Margaret Burrows, Board Member  
2nd alternate- Iain Donnell, Board Chair  

Georgina Food Pantry:  Resignation of Appointee- Heather Fullerton  
New Appointee- Barbara Rogers  
1st alternate- Elizabeth McLean  
2nd alternate- Laurence Ritchie  

GTII:  
1st alternate- Carr Hatch  
2nd alternate- Cheryl Daniel  

The Resolution also recommends “that Council approve revising the name of the Former Sutton Public School to ‘The Link Steering Committee’ (TLC) effective immediately.”

On August 19th, 2014, the Steering Committee also passed Resolution No. FSPSSC-2014-0045:

“That the Former Sutton Public School Steering Committee recommend that Council approve ‘The Link’ letterhead and logo, illustrated below, with the following amendment:

1. Remove the Town logo as the dot over the ‘i’ and replace with a blue dot.”
4. **ANALYSIS:**

In order to ensure that a representative from each of the core tenants is available to attend Steering Committee meetings, the Committee agreed that the four core tenants be allowed to designate one primary appointee and two alternates. Since the appointed Committee representative is not always able to attend the meetings, the addition of two alternates will ensure feedback from the four core tenants is consistently brought forward at the Committee meetings. The alternate appointees cannot vote, and their role is to provide comment and communicate to their respective boards and staff regarding decisions made about The Link whenever the voting member cannot attend.

The Steering Committee’s rationale for The Link logo is based on feedback from the public regarding the previous logo’s use of the Town’s logo to dot the ‘i’ in the word Link. For example, Committee members unanimously felt that removing the Town logo from the ‘i’ and placing it alongside the logos of each of the core tenants on the letterhead better reflects the collaborative nature of the project and provides equal recognition to each stakeholder.

From a design perspective, the Committee also agreed that the Town logo dotting the letter ‘i’ is difficult to decipher when reduced to 100 pixels, or the size it would appear on a business card.

5. **FINANCIAL AND BUDGETARY IMPACT:**

Not applicable.

6. **PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:**

No public consultation or notices are required.

7. **CONCLUSION:**

The addition of alternate representatives from the core tenants to the Steering Committee will help to ensure communication back to the board of directors for these stakeholders is accurate.

Committee members unanimously believed that the Town logo should not be used to the ‘i’ in the word Link, but placed alongside the other project partners on the letterhead because it is a better reflection of the collaborative nature of the project.
Prepared by:

Phil Rose-Donahoe, B.A.Hons., MMSt
Manager of Cultural Services

Recommended by:  

Approved by:

Robin McDougall, B.A. KINE, DPA
Director of Recreation and Culture

Winanne Grant, B.A., AMCT, CEMC
Chief Administrative Officer
Can you add this correspondence to the agenda for next week’s meeting?

Thanks,

Phil Rose-Donahoe B.A. Hons, MMSt
Manager of Cultural Services
Recreation and Culture l Town of Georgina
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Culture in Georgina arises from a unique landscape and a balance of urban and rural life. Cultural expression and celebration in Georgina contributes to the local economy, to personal growth and community well-being; it transforms our communities by fostering creativity, the imagination, and a share vision of a better future.

Phil,

Both the Chair of the Board and I have reviewed the CFC Partnership criterion (FYI visit the CFC webpage at http://cfccanada.ca/becoming-community-food-centre and scroll down to Criteria for CFC Partnerships) and have concluded that it would be premature of the FP to submit an Expression of Interest to the CFC for 2015.

Let me know if you have any questions.

Catherine
The Link
- Commercial kitchen
- Skills training for chefs / cooks
- Kitchen capacity rentals for community events, catering businesses, private functions
- Food business incubation

ClearWater Farm (embeds water-wise technologies)
- Community farming space, training
- At-risk youth programs focused on farming
- School/incubator for “suburban” farmers
- Production facility to process fresh produce into higher-value products
- “Theatre” kitchen in farmhouse for events, part-time restaurant
- Looking in future at:
  - Grade-school partnerships to embed farm-based learning into multiple grade-levels within local schools
  - Overlapping residency programs in partnership with local post-secondary institutions
  - Aquaponics facility

Local Food Eco-system

Fresh Produce

Produce selection skills (“farm to table”)