

Vision: *The City of Greater Sudbury is a growing, world-class community bringing talent, technology and a great northern lifestyle together.*

Vision: *La Ville du Grand Sudbury est une communauté croissante de calibre international qui rassemble les talents, les technologies et le style de vie exceptionnel du Nord.*

Agenda

Ordre du jour

Councillor / Conseillère
Janet Gasparini

Chair / Président(e)

Councillor / Conseiller
Jacques Barbeau

Vice-Chair / Vice-président(e)



For the **Priorities Committee** meeting to be held
Pour la réunion du **Comité des priorités** qui aura lieu

on Wednesday, April 2nd, 2008
le mercredi 2^e avril 2008

at 5:30 pm à 17h 30

Council Chamber, Tom Davies Square dans la Salle du Conseil, Place Tom Davies



Agenda

For the 26th Priorities Committee Meeting to be held on
Wednesday, April 2, 2008
in Council Chamber, Tom Davies Square

5:30 pm

Vision: *The City of Greater Sudbury is a growing, world-class community bringing talent, technology and a great northern lifestyle together.*

(26th)

PRIORITIES COMMITTEE AGENDA

For the 26th Priorities Committee Meeting
to be held on **Wednesday, April 2, 2008**
in Council Chamber, Tom Davies Square at **5:30 pm**

COUNCILLOR JANET GASPARINI, CHAIR

Jacques Barbeau, Vice-Chair

(PLEASE ENSURE CELL PHONES AND PAGERS ARE TURNED OFF)

The Council Chamber of Tom Davies Square is wheelchair accessible. Please speak to the City Clerk prior to the meeting if you require a hearing amplification device. Persons requiring assistance are requested to contact the City Clerks Office at least 24 hours in advance of the meeting if special arrangements are required. Please call (705) 671-2489, extension 2471. Telecommunications Device for the Deaf (TTY) (705) 688-3919. Copies of Agendas can be viewed on the City web site at www.greatersudbury.ca .

Declarations of Pecuniary Interest

CITIZEN DELEGATIONS

{NONE}

COUNCILLOR BRIEFING SESSIONS

1. Winter Maintenance Operations Update

(ELECTRONIC PRESENTATION) (FOR INFORMATION ONLY)

- G. Clausen, General Manager of Infrastructure Services
- R. Falcioni, Director of Roads & Transportation
- N. Mihelchic, Manager of Operations

(This presentation updates Council on the current winter operations and adjustments made to our Winter Control plan.)

2. Winter Control - Enhanced Service Delivery Option

(ELECTRONIC PRESENTATION) (RECOMMENDATION PREPARED)

- Rick Leroux, Sectional Chair, Cupe Local 4705 Outside
- W. MacKinnon, President, CUPE Local 4705
- D. Burke, CUPE National Representative

(This presentation from CUPE Local 4705 Outside outlines an enhanced service model utilizing City Crews for winter maintenance operations.)

RECOMMENDATION:

THAT the Union's proposal to provide an enhanced service standard which will require the hiring of additional permanent staff be received by Council and referred to staff to prepare a report for the April 16, 2008 Priorities Committee meeting outlining the impact on the 2009 budget.

POLICY DISCUSSION PAPERS - PRELIMINARY DISCUSSION

3. Report dated March 27, 2008 from the General Manager of Community Development regarding Event Ticket Policy - Sudbury Community Arena.

9 - 11

(RECOMMENDATION TO BE READ)

(This report provides a policy recommendation related to City Council and City staff access to tickets for events at the Sudbury Community Arena.)

POLICY DISCUSSION PAPERS - DECISION REQUESTED

4. Report dated March 5, 2008 from the General Manager of Growth and Development regarding Sign By-Law Review.

12 - 14

(RECOMMENDATION PREPARED)

(This report outlines options for the Committee's consideration regarding the Sign By-Law and, in particular, portable signs.)

CORRESPONDENCE FOR INFORMATION ONLY

{NONE}

MANAGERS' REPORTS

{NONE}

ADDENDUM

{NONE}

CITIZEN PETITIONS

{NONE}

MOTIONS

{NONE}

8:30 P.M. ADJOURNMENT (RECOMMENDATION PREPARED)

(Two-thirds majority required to proceed past 8:30 pm)

Councillor Gasparini
Chair

Franca Bortolussi
Council Secretary

Pour la 26^e réunion du Comité des priorités
qui aura lieu le **2 avril 2008**
dans la Salle du Conseil, Place Tom Davies, à 17h 30

CONSEILLÈRE JANET GASPARINI, PRÉSIDENT(E)

Jacques Barbeau, Vice-président(e)

VEUILLEZ ÉTEINDRE LES TÉLÉPHONES CELLULAIRES ET LES TÉLÉAVERTISSEURS)
La salle du Conseil de la Place Tom Davies est accessible en fauteuil roulant. Si vous désirez obtenir un appareil auditif, veuillez communiquer avec la greffière municipale, avant la réunion. Les personnes qui prévoient avoir besoin d'aide doivent s'adresser au bureau du greffier municipal au moins 24 heures avant la réunion aux fins de dispositions spéciales. Veuillez composer le 705-671-2489, poste 2471; appareils de télécommunications pour les malentendants (ATS) 705-688-3919. Vous pouvez consulter l'ordre du jour au site Web de la Ville à l'adresse www.grandsudbury.ca.

Déclaration d'intérêt pécuniaire

DÉLÉGATIONS DE CITOYENS

{AUCUNE}

SÉANCES D'INFORMATION DES CONSEILLERS

1. Compte rendu sur l'entretien des routes l'hiver

(PRÉSENTATION ÉLECTRONIQUE) (A TITRE D'INFORMATION)

- G. Clausen, directeur général des Services d'infrastructure
- R. Falcioni, directeur des Routes et des Transports
- N. Mihelchic, gestionnaire des Opérations

(Cette présentation donne un compte rendu au Conseil municipal des opérations actuelles d'entretien des routes l'hiver ainsi que des adaptations au plan d'entretien des routes l'hiver.)

2. Entretien des routes l'hiver - option de prestation améliorée des services

(PRÉSENTATION ÉLECTRONIQUE) (RECOMMANDATION PRÉPARÉE)

- Rick Leroux, président de section de l'unité externe de la section locale 4705 du SCFP
- W. MacKinnon, président de la section locale 4705 du SCFP
- D. Burke, représentant national du SCFP

(Cette présentation de l'unité externe de la section locale 4705 du SCFP décrit brièvement un modèle amélioré de prestation de services faisant appel à des équipes municipales pour l'entretien des routes l'hiver.)

RECOMMANDATION

QUE la proposition du Syndicat de fournir une norme de service amélioré qui nécessiterait l'embauchage de membres du personnel permanents supplémentaires soit reçue par le Conseil municipal et renvoyée au personnel pour qu'il rédige un rapport décrivant brièvement l'impact sur le budget de 2009 pour la réunion du Comité des priorités prévue pour le 16 avril 2008.

DOCUMENTS DE TRAVAIL SUR LES POLITIQUES – DISCUSSION PRÉLIMINAIRE

3. Rapport de la directrice générale des Services de développement communautaire, daté du 27 mars 2008 portant sur Politique en matière des billets d'événement - aréna de Sudbury .

9 - 11

(RECOMMANDATION À LIRE)

(Ce rapport fait une recommandation de politique relativement à l'accès du Conseil municipal et du personnel municipal aux billets d'événement à l'aréna de Sudbury.)

DOCUMENTS DE TRAVAIL SUR LES POLITIQUES – DEMANDE DE DÉCISION

4. Rapport du directeur général des Services de la croissance et du développement, daté du 05 mars 2008 portant sur Examen du règlement sur les enseignes . **12 - 14**

(RECOMMANDATION PRÉPARÉE)

(Ce rapport décrit brièvement les options soumises à l'examen du Comité municipal au sujet du règlement sur les enseignes et, en particulier, au sujet des enseignes mobiles.)

CORRESPONDANCE À TITRE DE RENSEIGNEMENTS SEULEMENT

{AUCUNE}

RAPPORTS DES GESTIONNAIRES

{AUCUNE}

ADDENDA

{AUCUNE}

PÉTITIONS DE CITOYENS

{AUCUNE}

MOTIONS

{AUCUNE}

LEVÉE DE LA SÉANCE À 20 H 30 (RECOMMANDATION PRÉPARÉE)

(Une majorité des deux tiers est requise pour poursuivre la réunion après 20h 30.)

La Conseillère Gasparini,
Présidente

Franca Bortolussi,
Secrétaire du conseil



Request for Recommendation

Event Ticket Policy - Sudbury
Community Arena

Presented To:	Priorities Committee
Presented:	Wednesday, Apr 02, 2008
Report Date	Thursday, Mar 27, 2008
Type:	Consent - Policy Discussion Papers - Preliminary Discussion

Recommendations

As outlined in the report dated March 27,2008 from the General Manager of Community Development, it is recommended that Council implement policy whereby Council and City Staff employed at Sudbury Community Arena have the opportunity to purchase a maximum of two tickets each and that the necessary by-law be passed.

Finance Implications

There is no financial implication.

Signed By

Report Prepared By
Catherine Matheson
General Manager
Digitally Signed Mar 28, 08

Recommended by the Department
Catherine Matheson
General Manager
Digitally Signed Mar 28, 08

Recommended by the C.A.O.
Mark Mieto
Chief Administrative Officer
Digitally Signed Mar 28, 08

Background

A concert or show that takes place at the Sudbury Community Arena is the direct result of two separate negotiations and contractual agreements. The Promoter enters into a contract with the Artist and then enters into a separate contract with the owners/managers of a venue (i.e. City of Greater Sudbury).

As part of the City's contract with the Promoter, the price and number of tickets available for sale to the public are specified. In addition to specifying the number of tickets available to the public, the Promoter also specifies the number of tickets to be allocated as Promoter and Arena Holds.

As per standard agreements, Promoter Holds are comprised of a number of sub-categories (i.e. Artist Holds, Media Holds, etc). The number, timing and distribution of Promoter Holds is at the sole discretion of the Promoter. The Sudbury Community Arena ticket office and staff, act as a conduit for the distribution of such tickets upon direction of the Promoter. The distribution of Promoter Holds can be "complimentary" and or sold at cost as directed by the Promoter through the box office.

As per standard agreements, Arena Holds are for use of the City for the purposes of problem resolution with members of the public and for Council/Staff requests. The number of Arena Holds varies by concert or show and is largely determined taking into consideration anticipated need for problem resolution based on past experience and anticipated demand given the popularity and or appeal of the Artist in question. Any unused Arena Holds are returned to the Promoter.

Current practice is to provide all Sudbury Community Arena staff the option to purchase a maximum of two tickets each through Arena Holds. The purpose of such a practice has been to reward staff for their effort in ensuring that the many logistical requirements for set-up are accomplished in a timely manner. The practice of providing tickets to all other City Staff through Arena Holds was discontinued in advance of the Elton John Concert.

Practice has also been to provide City Council the ability to purchase tickets through Arena Holds upon request. Such a practice is in recognition of Council's civic responsibilities and leadership role of the corporation.

The use of Promoter and Arena Holds as described above is typical for the entertainment industry and is a standard component of an agreement between a Promoter and a venue.

In addition to the various Ticket Holds referenced above, the City of Greater Sudbury also has a contractual obligation with the Sudbury Wolves Hockey Club Limited, whereby Club Suite and Club season ticket holders have the option of purchasing their assigned seats for other events that take place at Sudbury Community Arena.

Need for CGS Policy

In addition to their use for problem resolution, the City of Greater Sudbury has had a long standing practice of providing tickets allocated as Arena Holds to City Staff and Council at cost and upon request. Due to the recent community response associated with such a practice, there is now a need for a policy on the matter.

Review of Policy and Practice in Other Communities

Through research and discussion, the City of Greater Sudbury was not able to substantiate

the existence of any written policy at any other municipally owned and operated venue related to Ticket Holds. However, the use of Ticket Holds for allocation to venue staff and or Council is common practice.

Examples of communities where City Council has been publicly reported to have had access to tickets include the Aud in Kitchener and the Steelback Centre in Sault St. Marie. In Kitchener, reported practice was to provide one free ticket to each councillor plus make additional tickets available for purchase. The reported practice in Sault St. Marie was to make two tickets per member of Council available for purchase.

Policy Options

Option 1 - Provide members of City Council and City Staff employed at Sudbury Community Arena no opportunity to purchase tickets through Arena Holds for events taking place at Sudbury Community Arena.

Option 2 - Provide members of City Council and City Staff employed at Sudbury Community Arena the opportunity to purchase a maximum of two tickets each through Arena Holds for events taking place at Sudbury Community Arena.

Policy Recommendation

Members of City Council and City Staff employed at Sudbury Community Arena have the opportunity to purchase a maximum of two tickets each through tickets allocated as Arena Holds for events taking place at Sudbury Community Arena.

Policy Discussion Papers - Decision Requested



Request for Recommendation

Sign By-Law Review

Presented To:	Priorities Committee
Presented:	Wednesday, Apr 02, 2008
Report Date	Wednesday, Mar 05, 2008
Type:	Consent - Policy Discussion Papers - Decision Requested

Recommendations

That Council approve Option 1 that would allow properties with street frontage over 304.8m (1000 ft) to have the maximum number of portable signs as allowed in the Sign By-law (6) without having to remove the portable signs for a 3 month period; And further, that Council direct staff to amend the User Fee By-law to exempt non-profit and charitable organizations from paying portable sign permit fees.

Finance Implications

There will be a minimal amount of lost revenue as a result of exempting non-profit and charitable organizations from paying portable sign permit fees. However, this will be more than offset by inc...

[finance implications continued...](#)

Signed By

Report Prepared By

Bryan Gutjahr
Manager of By-law Enforcement
Services
Digitally Signed Mar 28, 08

Recommended by the Department

Doug Nadorozny
General Manager of Growth and
Development
Digitally Signed Mar 28, 08

Recommended by the C.A.O.

Mark Mieto
Chief Administrative Officer
Digitally Signed Mar 28, 08

(Financial Implications continued from cover)

...increased revenue generated from the additional permits of larger properties.

BACKGROUND

At the meeting of February 13, 2008, Council passed resolution #2008-59 that directed staff to prepare a report with Options on how to address concerns and suggestions from business owners regarding portable signs.

The concern raised on the motion was that the portable sign provisions of the Sign By-Law #2007-250 are too restrictive and are adversely affecting businesses. In particular, the motion addressed larger properties with multiple tenants and it was suggested that portable signs on these larger properties be allowed to remain on a permanent basis while maintaining the restriction as to their numbers as provided in the current Sign By-law. It was also suggested in the motion that non-profit, charitable groups should be exempt from paying permit fees in relation to portable signs.

By-Law Amendments:

To address the first concern regarding allowing portable signs to remain on large properties on a permanent basis, staff can offer the following 2 options:

Option 1: (Large properties only - over 1000 ft of street frontage) allow only those properties with street frontage greater than 304.8 m (1000 ft) to retain up to the maximum number of portable signs currently permitted (six) without having to remove the portable signs for a 3 month period.

Option 2: Allow all properties with street frontage as outlined in the Sign By-law to retain the maximum number of portable signs permitted by the by-law without having to remove the portable signs for a 3 month period.

The following chart illustrates the maximum number of signs that would be permitted on a property based on street frontage:

Street Frontage	Max # of Signs
up to 76.2m (250 ft)	1
76.3m - 137.2m (450 ft)	2
137.3m - 183m (600 ft)	3
183.1m - 243.8m (800 ft)	4
243.9 - 304.8 (1000 ft)	5
over 304.8 m (1000 ft)	6

Note: While this would remove the 3 month up 3 month down provision, a permit would still be required for each sign and the permit would continue to expire every 3 months.

The second part of the motion suggested that non-profit charitable groups should be exempt from paying portable sign permit fees. It should be recognized that these groups function in order to assist those less fortunate, for the improvement of the community. As such, the portable sign permit fees may become financially restrictive.

To implement the non payment of fees for these groups, an amendment is required to the User Fee By-law that would exempt these groups from paying the portable sign fees.

Although not part of the resolution, during the Priorities meeting other suggestions were brought forward. These suggestion include allowing each business on a property to have a portable sign to advertise that business, allow portable signs to be placed closer together which would allow more portable signs on a property, and to allow portable signs to be used on multi residential properties to advertise apartments for rent.

If Council should consider implementing these suggestions it should be kept in mind that in doing so there will be a huge increase in the number of portable signs throughout the City. Portable signs are much less expensive than permanent signs so the tendency would be to use portable signs to advertise a business rather than using a permanent sign. Some properties may become inundated with portable signs which would add substantially to visual clutter and which can affect the safety of both vehicle and pedestrian traffic. The goal of the Sign By-law is to maintain quality signage within the community and to achieve this, appropriate standards and regulations must be in effect. For the above reasons, these suggestions are not recommended by staff.

RECOMMENDATION

That Council approve Option 1 that would allow large properties with street frontage over 304.8m(1000 ft) to have the maximum number of portable signs as allowed in the Sign By-law (6) without having to remove the portable signs for a 3 month period;

and further, that Council direct staff to amend the User Fee By-law to exempt non-profit and charitable organizations from paying portable sign permit fees.