



**CORPORATION OF THE  
TOWNSHIP OF ESQUIMALT**  
**Agenda - Final**  
**Committee of the Whole**

Municipal Hall  
1229 Esquimalt Road  
Esquimalt, B.C. V9A 3P1

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Monday, April 10, 2017

7:00 PM

Esquimalt Council Chambers

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**1. CALL TO ORDER**

**2. LATE ITEMS**

**3. APPROVAL OF THE AGENDA**

**4. MINUTES**

- 1) [17-152](#) Minutes of the Regular Committee of the Whole meeting, March 13, 2017

*Attachments:* [2017 03 13 Regular COTW Minutes - Draft](#)

**5. PUBLIC INPUT (On items listed on the Agenda)**

**Excluding items which are or have been the subject of a Public Hearing.**

**6. STAFF REPORTS**

***Parks and Recreation***

- 1) [17-150](#) Mobile Food Vending in Public Spaces, Staff Report P&R-17-005

***Recommendation:***

That the Committee of the Whole receive Staff Report P&R-17-005 for information, provide any additional direction to staff as the COTW considers advisable, and direct staff to prepare a report for Council's consideration.

***Engineering and Public Works***

- 2) [17-151](#) Advertising on Municipal Solid Waste Vehicles, Staff Report EPW-17-009

***Recommendation:***

That the Committee of the Whole receive Staff Report EPW-17-009 for information, provide any additional direction to staff as the COTW considers advisable, and direct staff to prepare a report for Council's consideration.

*Attachments:* [EPW - 05 \(Advertising on Municipal Solid Waste Vehicles\)](#)

**7. PUBLIC QUESTION AND COMMENT PERIOD**

**Excluding items which are or have been the subject of a Public Hearing.**

**Limit of two minutes per speaker.**

**8. ADJOURNMENT**



# CORPORATION OF THE TOWNSHIP OF ESQUIMALT

## Minutes - Draft

### Committee of the Whole

Municipal Hall  
1229 Esquimalt Road  
Esquimalt, B.C. V9A 3P1

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Monday, March 13, 2017

7:00 PM

Esquimalt Council Chambers

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**Present**     6 - Mayor Barbara Desjardins  
                    Councillor Meagan Brame  
                    Councillor Beth Burton-Krahn  
                    Councillor Lynda Hundleby  
                    Councillor Olga Liberchuk  
                    Councillor Susan Low

**Absent**        1 - Councillor Tim Morrison

**Staff:** Laurie Hurst, Chief Administrative Officer  
          Anja Nurvo, Director of Corporate Services  
          Rachel Dumas, Recording Secretary

#### 1. **CALL TO ORDER**

Mayor Desjardins called the Committee of the Whole meeting to order at 7:07 PM.

Councillor Hundleby introduced and welcomed Councillor Anne Marie Gillis, City of Sarnia.

#### 2. **LATE ITEMS**

There were no late items.

#### 3. **APPROVAL OF THE AGENDA**

Moved by Councillor Hundleby, seconded by Councillor Liberchuk: That the agenda be approved as circulated. Carried Unanimously.

#### 4. **MINUTES**

- 1)     [17-112](#) Minutes of the Regular Committee of the Whole meeting, February 20, 2017

Moved by Councillor Liberchuk, seconded by Councillor Hundleby: That the Minutes of the Regular Committee of the Whole meeting, February 20, 2017 be adopted as circulated. Carried Unanimously.

#### 5. **PUBLIC INPUT (On items listed on the Agenda)**

**Excluding items which are or have been the subject of a Public Hearing.**

Anne Marie Gillis, *non-resident*, thanked Council for their hospitality and relayed greetings from the City of Sarnia Council and staff.

## 6. STAFF REPORTS

### **Administration**

- 1) [17-109](#) Council Liaison Role - Policy Review, Staff Report ADM-17-005

Director of Corporate Services provided clarity of Staff Report No. ADM-17-006 and that Esquimalt Together Against Graffiti is included in the list of community groups however does not receive local grant funding. Esquimalt Farmers Market Society, Victoria Nikkei Society and Esquimalt Lantern Festival Society currently do not have appointed Council liaison representatives.

Comments from Council included:

- \* Clarity regarding expectations of Council Liaison role
- \* Seek community group input re: value of role to the group and whether attendance at meetings is required
- \* Provide focus on Strategic Priorities for community groups, not role to get into details and influence discussions
- \* Clear understanding of role is important
- \* Provide community group Minutes to Council Liaison
- \* Provide Policy to groups and committees
- \* Clarify role not to act as advocate for group before Council
- \* Unable to consider appointment of liaison to the 3 community groups until group input is received

Moved by Councillor Burton-Krahn, seconded by Councillor Liberchuk: That the Committee of the Whole receive Staff Report ADM-17-005 for information, provide any additional direction to staff as the COTW considers advisable relating to the current Council Policies and the role of the Council Liaison to community groups and committees, and direct staff to prepare a report for Council's consideration. Carried Unanimously.

- 2) [17-111](#) Update of Strategic Priorities and Operational Strategies for 2017, Staff Report ADM-17-006

Chief Administrative Officer advised comments received during Strategic Planning Session have been reviewed with senior management and Operational Strategies have been updated.

Comments from Council included: *Staff response in italics:*

- \* Why is enhanced maintenance along Esquimalt Road corridor removed? *It's still in progress, just incorporated within the Urban Design Guidelines initiative.*
- Concerns regarding ongoing maintenance including removal of weeds being discarded and suggested keeping the wording. *Suggested leaving in for another year until a design standard has been set with Urban Design Guidelines initiative.*
- \* OCP Review, Housing Forum to review both secondary and stand-alone garden suites
- \* E&N Rail corridor
- \* Resilient and diverse economy and partnership with Esquimalt Town Square

stakeholders

\* Suggested inviting South Island Prosperity Project to present to Council

Moved by Councillor Low, seconded by Councillor Liberchuk: That the COTW receive Staff Report No. ADM-17-006 for information, provide any additional direction to staff as the COTW considers advisable, and direct staff to prepare a report for Council's consideration. Carried Unanimously.

**7. PUBLIC QUESTION AND COMMENT PERIOD**

**Excluding items which are or have been the subject of a Public Hearing. Limit of two minutes per speaker.**

Peter Ryan, *resident*, suggested community groups request support from Council liaison role as required and requested the speed signage at Saxe Point Park and Fraser Street be reinstalled.

**8. ADJOURNMENT**

Moved by Councillor Low, seconded by Councillor Brame: That the Committee of the Whole be adjourned at 7:54 PM. Carried Unanimously.

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BETH BURTON-KRAHN  
ACTING MAYOR  
THIS date DAY OF month, 2017

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ANJA NURVO,  
CORPORATE OFFICER  
CERTIFIED CORRECT



# CORPORATION OF THE TOWNSHIP OF ESQUIMALT

Municipal Hall  
1229 Esquimalt Road  
Esquimalt, B.C. V9A 3P1

## Staff Report

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**File #:**17-150

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### REQUEST FOR DIRECTION

**DATE:** April 5, 2017

Report No. P&R-17-005

**TO:** Laurie Hurst, Chief Administrative Officer

**FROM:** Scott Hartman, Director of Parks and Recreation Services

**SUBJECT:**

Mobile Food Vending in Public Spaces

**ESSENTIAL QUESTION:**

Does Council wish to pursue a process that allows Food Trucks to operate on Township Public Lands when they are not associated with an event?

**RECOMMENDATION:**

That the Committee of the Whole receive Staff Report P&R-17-005 for information, provide any additional direction to staff as the COTW considers advisable, and direct staff to prepare a report for Council's consideration.

**BACKGROUND:**

At its Regular Meeting of Council on July 6, 2015 a Notice of Motion regarding permitting Food Trucks to operate on the West Bay Walkway was presented. Council gave direction to staff to review options including licences, permits and any required revisions to the Township's Bylaws.

Since the Notice of Motion was discussed by Council approximately 22 months ago, there are now several Township events that operate throughout the summer months that have implemented Food Trucks in their event offerings. Staff need to confirm if Council wishes to pursue further policy work in this area.

**ISSUES:**

The opportunity for mobile food vending within the Township would be best accomplished using current zoned parkland. Current Township regulations allow for mobile food vending to occur on Township park property when associated with an event. This has been the practice for the past several years.

Should Council wish to pursue additional mobile food vending options on Township lands that are not

associated with an event, additional processes and procedures must be created. To ensure a fair and transparent process, Council should follow the established procedures in the Township's existing Procurement Policy. This would include, but not be limited to, an Expression of Interest which then could lead to a formal Request For Proposal process. This process would allow the Township to control and monitor the locations, fees, permits, and schedules for this initiative. Should Council wish to pursue this approach, some additional information needs to be identified:

- Allowed locations
- Hours of operation
- Seasonal timeframes & dates
- Number of vendors allowed in each area
- Township support services (access to utilities, waste removal, reserved spaces, seating areas, etc.)
- Licensing and Permit fees

If Council wishes to pursue mobile food vending outside of zoned parkland, changes to Township Bylaws and permitting processes will need to occur.

**ALTERNATIVES:**

1. That the COTW receive Staff Report P&R-17-005 for information, provide any additional direction to staff as the COTW considers advisable, and direct staff to prepare a report for Council's consideration.
2. That the COTW provide alternative direction to staff.
3. That the COTW request further information from staff.



# CORPORATION OF THE TOWNSHIP OF ESQUIMALT

Municipal Hall  
1229 Esquimalt Road  
Esquimalt, B.C. V9A 3P1

## Staff Report

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**File #:**17-151

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### REQUEST FOR DIRECTION

**DATE:** April 10, 2017

Report No. EPW-17-009

**TO:** Laurie Hurst, Chief Administrative Officer

**FROM:** Jeff Miller, Director of Engineering and Public Works

**SUBJECT:**

Advertising on Municipal Solid Waste Vehicles

**ESSENTIAL QUESTION:**

What parameters will be considered in the proposed policy for advertising on Municipal solid waste vehicles?

**RECOMMENDATION:**

That the Committee of the Whole receive Staff Report EPW-17-009 for information, provide any additional direction to staff as the COTW considers advisable, and direct staff to prepare a report for Council's consideration.

**BACKGROUND:**

In late 2016, Staff Report EPW-16-035 was presented to the Committee of the Whole. This report looked at the addition of advertising for events on the two solid waste collection units. Each of the units have a sign holder on the inside portion of the waste compartment doors. Currently, the only time this sign holder is utilized is during December to advertise the Township/CUPE food drive. The Committee reviewed the report and gave direction to staff that advertising on the solid waste collection units has merit and to develop a draft policy.

**ISSUES:**

The focus of this report is to look at the main points of the proposed policy to confirm that they fulfill the intent of the direction given by the Committee. The draft Policy is attached.

There are three points for discussion. They are:

1. Policy Utilization
2. Schedule
3. Messaging

## **1. Policy Utilization**

Based on earlier discussion with the Committee, parties that would be eligible to utilize this policy are:

- Parties that are non-profit in nature that have received funding or support from the Township for the event or activity.
- The Township in order to promote Township related activities.

Parties that would not be eligible for making use of this space include:

- Individuals who want to convey a particular message
- Private entities
- For profit entities
- Political Parties

## **2. Schedule**

As there are only two waste collection units (two sign holders per unit) there will be competition for these spaces. It is proposed that deadlines will be established for:

- Time for submission of yearly requests
  - This deadline would be established after the granting of Local Grants or some period in the year such as January 31.
  - Requests received after this date would be scheduled in to available time frames and on a first come basis.
- Length of time per advertising period
  - As there are only a limited number of weeks in the year and the majority of the anticipated events happen in the summer and fall seasons, this advertising period would be limited to a two week period.
  - If an entity would like to extend this period, they could apply for an extension that would only be granted if there was no other entity vying for that time frame.

## **3. Messaging**

The creation of the message on the signage would be the responsibility of the applicant. They would be required to submit a copy of the advertising proof of the sign, a minimum of two weeks prior to the advertising period for the Township to review. The purpose of the review would be to:

- Review the information/messaging of the sign to ensure that it is acceptable to the Township. If the information/messaging is not acceptable to the Township, the proof would then be returned to the applicant and no advertising would occur without changes.



- Confirm that the sign does not contain sponsorship messaging or symbols from other third parties. If determined that the sign does contain any sponsorship messaging or symbols, the proof would be returned to the applicant and no advertising would occur without changes.

**ALTERNATIVES:**

1. That the COTW receive Staff Report No. EPW-17-009 for information, provide any additional direction to staff as the COTW considers advisable, and direct staff to prepare a report for Council's consideration.
2. That the COTW provide alternative direction to staff.
3. That the COTW request further information from staff.



## CORPORATION OF THE TOWNSHIP OF ESQUIMALT

### COUNCIL POLICY

<b>TITLE: Advertising on Municipal Solid Waste Vehicles</b>		<b>NO. E&amp;PW - 05</b>		
<b><u>POLICY:</u></b>				
Municipal solid waste collection units may display advertising that promotes Township of Esquimalt events, news and notifications. This advertising may come from the Township or other entities.				
<b><u>PROCEDURE:</u></b>				
<u>Eligible Advertisers</u>				
Subject to space and time limitations, opportunity to advertise may be extended to:				
<ul style="list-style-type: none"><li>• Parties that are non-profit in nature that have received funding or support from the Township for the event or activity</li><li>• The Township in order to promote Township related activities</li></ul>				
Opportunity to advertise will not extend to the following:				
<ul style="list-style-type: none"><li>• Individuals who want to convey a particular message</li><li>• Private entities</li><li>• For profit entities</li><li>• Political parties</li></ul>				
<u>Content</u>				
Advertisements must meet specific criteria to ensure that the message is relevant to the event or activity, as well meet the standard and quality as outlined below:				
<ul style="list-style-type: none"><li>• Must comply with the laws, statutes, regulations and bylaws in force in the Province of British Columbia and the Township of Esquimalt</li><li>• Shall be of moral and reputable character, free of any demeaning, derogatory, exploitative or unfair comment or representation of any person or group of persons, or any such comment or representations based on race, colour, ancestry, place of origin, religious affiliation, sex, sexual orientation, disability, age, marital or family status</li><li>• The style must be designed with an effective and pleasing appearance</li><li>• Shall not contain any sponsorship messaging or symbols from other third parties</li></ul>				
The Township reserves the right to reject any advertisement that it considers to be of questionable taste, or in any way offensive in the style, content or method of presentation, or which is likely, in the light of prevailing community standards, to cause offence to any person or group of persons.				
The advertiser shall be responsible for the design and messaging of the signs.				
All proposed advertising must be duly reviewed and approved by the Director of Engineering				
<b>EFFECTIVE DATE:</b> , 2017	<b>APPROVED BY:</b> Council	<b>REF:</b> Staff Report EPW-17-009	<b>AMENDS NO.</b> Original	<b>PAGE 1 OF 2</b>

<b>TITLE: Advertising on Municipal Solid Waste Vehicles</b>	<b>NO. E&amp;PW - 05</b>
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and Public Works and the Director of Corporate Services.

An advertiser wishing to appeal a staff decision is provided an opportunity to bring the matter before the Township of Esquimalt Council by appearing as delegation at a regularly scheduled Council meeting.

#### Schedule

Requests for advertising space will be received by a date that is set by the Township after the approval of local grants by the Township Council.

The available advertising time will be 365 days from the date of approval of local grants. Requests received after this date will be scheduled into available time frames and will be on a first come basis.

The maximum time frame for any advertisement will be two weeks. If the advertiser wishes to extend this period, they can request such an extension. The extension will be granted if no other advertiser is schedule for the requested extension period.

There will period of time that no external advertising will be available in order for the Township to advertise messages related to Township operations or events.

A minimum of two weeks prior to the start of an advertising period, the advertiser will be responsible for the submission of an advertising proof for review by the Township. If this requirement is not met, the advertiser will forfeit their advertising period.

#### Signs

The signs shall meet the specific size specifications, type of materials and numbers required by the Township.

The advertiser will be responsible for the delivery of the signs prior to the advertising period and the pickup of the signs after the end of the advertising period. Signs that are left with the Township a week after the end of the advertising period will be disposed of by the Township with no compensation to the advertiser.

If a sign becomes unusable during the advertising period, the advertiser will be notified to supply a replacement sign at their cost. If the advertiser does not supply a sign, the unusable sign will be removed and the advertising space will remain unused for the remainder of the advertising period.

The advertiser shall be responsible for the full cost of the signs and their replacement if necessary.

<b>EFFECTIVE DATE:</b> , 2017	<b>APPROVED BY:</b> Council	<b>REF:</b> Staff Report EPW-17-009	<b>AMENDS NO.</b> Original	<b>PAGE 2 OF 2</b>
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