



**Elgin County Council
Committee of the Whole Meeting
Orders of the Day**

**Tuesday, June 10, 2025, 9:30 a.m.
Council Chambers
450 Sunset Drive
St. Thomas ON**

Note for Members of the Public:

Please click the link below to watch the Meeting:
<https://www.facebook.com/ElginCounty>

Accessible formats available upon request.

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Elgin County Council
Committee of the Whole Meeting
Minutes

May 27, 2025, 9:30 a.m.
Council Chambers
450 Sunset Drive
St. Thomas ON

Members Present: Warden Grant Jones
 Deputy Warden Ed Ketchabaw
 Councillor Dominique Giguère (virtual)
 Councillor Mark Widner
 Councillor Jack Couckuyt
 Councillor Todd Noble
 Councillor Mike Hentz
 Councillor Richard Leatham

Members Absent: Councillor Andrew Sloan

Staff Present: Blaine Parkin, Chief Administrative Officer/Clerk
 Nicholas Loeb, Director of Legal Services
 Michele Harris, Director of Homes and Seniors Services
 Brian Masschaele, Director of Community & Cultural Services
 Jennifer Ford, Director of Financial Services/Treasurer (virtual)
 Peter Dutchak, Director of Engineering Services
 Mat Vaughan, Director of Planning and Development (virtual)
 Holly Hurley, Director of People & Culture
 Carolyn Krahn, Manager of Economic Development, Tourism &
 Strategic Initiatives
 Katherine Thompson, Manager of Administrative
 Services/Deputy Clerk
 Diana Morris, Senior Planner
 Jenna Fentie, Legislative Services Coordinator
 Stefanie Heide, Legislative Services Coordinator

1. Meeting Call to Order

The meeting was called to order at 11:10 a.m. with Warden Jones in the chair.

2. Approval of Agenda

Resolution Number: CW25-20

Moved by: Deputy Warden Ketchabaw

Seconded by: Councillor Leatham

RESOLVED THAT the agenda for the May 27, 2025 Committee of the Whole Meeting be approved as presented.

Motion Carried.

3. Adoption of Minutes

Resolution Number: CW25-21

Moved by: Councillor Couckuyt

Seconded by: Councillor Noble

RESOLVED THAT the minutes of the meeting held on May 13, 2025 be adopted.

Motion Carried.

4. Disclosure of Pecuniary Interest and the General Nature Thereof

None.

5. Members' Motions

None.

6. Reports of Council, Staff or Outside Boards

6.1 Manager of Economic Development, Tourism & Strategic Initiatives - Elgincentives Community Improvement Plan Review

The Manager of Economic Development, Tourism & Strategic Initiatives and Jesse McPhail from Re:Public Urbanism presented the report recommending that County Council consider a comprehensive update to the existing Elgincentives Community Improvement Plan.

Resolution Number: CW25-22

Moved by: Deputy Warden Ketchabaw

Seconded by: Councillor Noble

RESOLVED THAT Council direct staff to commence the preparation of a comprehensive update to the existing Elgincentives Community Improvement Plan.

Motion Carried.

6.2 Director of Engineering Services - Tourism Oriented Directional Signage (TODS) Agreement

The Director of Engineering Services presented the report recommending that the County enter into an agreement with Canadian Tourism Oriented Directional Signage (TODS) to be able to provide tourism business operators in Elgin County with the option of providing directional signage along provincial highways and county roads.

Resolution Number: CW25-23

Moved by: Councillor Widner

Seconded by: Councillor Hentz

RESOLVED THAT the Chief Administrative Officer/Clerk and Warden be directed and authorized to enter into the standard agreement with Canadian TODS Limited to provide tourism directional informational signage along County roads.

Motion Carried.

6.3 Director of Engineering Services - Reduced Speed Zone By-Law Amendment – St. George Street

The Director of Engineering Services presented the report recommending an amendment to the County's Reduced Speed Zone By-Law to lower the regulatory speed limit on St. George Street (County Road 26) to 30km/hour.

Resolution Number: CW25-24

Moved by: Councillor Noble

Seconded by: Deputy Warden Ketchabaw

RESOLVED THAT the reduced speed zone By-Law No. 24-19 be amended to include a 30km/h reduced speed zone on St. George Street (County Road 26) from 50m north of Independent Street to 50m northwest of Hydro Road for a total distance of 460m.

Motion Carried.

6.4 Senior Planner - Draft Plan of Subdivision 34T-SO2402, Township of Southwold 35743 Horton Street, Shedden

The Senior Planner presented the report that provides County Council with the information required to consider granting approval to the Draft Plan of Subdivision 34T-SO2402, Township of Southwold, 35743 Horton Street, Shedden.

Resolution Number: CW25-25

Moved by: Councillor Hentz
Seconded by: Councillor Leatham

RESOLVED THAT the Council of the Corporation of the County of Elgin grants draft plan approval to Draft Plan of Subdivision 34T-SO2402, Township of Southwold 35743 Horton Street, Shedden, by Dillon Consulting Limited on behalf of 1873828 Ontario Limited, dated October 31, 2024; and

THAT staff be directed to provide notice of decision subject to the conditions of final approval in accordance with the requirements of the Planning Act.

Motion Carried.

6.5 Senior Planner - Draft Plan of Subdivision 34T-MA23001, Township of Malahide 9270 Rogers Road

The Senior Planner presented the report that provides County Council with the information required to consider granting approval to the Draft Plan of Subdivision 34T-MA23001, Township of Malahide 9270 Rogers Road.

Resolution Number: CW25-26

Moved by: Councillor Widner
Seconded by: Councillor Giguère

RESOLVED THAT the Council of the Corporation of the County of Elgin grants draft plan approval to Draft Plan of Subdivision 34T-MA23001, Township of Malahide 9270 Rogers Road by Strik, Baldinelli, Moniz Ltd on behalf of Peter and Anita Wiebe, dated November 18, 2024; and

THAT staff be directed to provide notice of decision subject to the conditions of final approval in accordance with the requirements of the Planning Act.

Motion Carried.

6.6 Chief Administrative Officer/Clerk - Radio Working Group Recommendations

The Chief Administrative Officer/Clerk presented the report recommending that Elgin County assume centralized administration of the fire radio system in collaboration with the Radio System Working Group and initiate the necessary steps to lead procurement and long-term management.

Resolution Number: CW25-27

Moved by: Councillor Giguère
Seconded by: Councillor Widner

RESOLVED THAT the decision regarding the recommendations from the Radio Working Group be deferred until after Council has received the Shared Services Analysis.

Motion Carried.

7. Adjournment

Resolution Number: CW25-28

Moved by: Councillor Widner
Seconded by: Councillor Couckuyt

RESOLVED THAT we do now adjourn at 12:05 to meet again on June 10, 2025 at 9:30 a.m.

Motion Carried.

Blaine Parkin,
Chief Administrative Officer/Clerk.

Grant Jones,
Warden.



Report to Committee of the Whole

From: Mat Vaughan, Director of Planning and Development

Date: May 13, 2025

Subject: Consent application delegated authority

Recommendation(s):

THAT the report titled “Report Consent application delegated authority” from the Director of Planning and Development dated May 13, 2025 be received and filed; and

THAT County Council repeal By-law No. 24-25 Planning Delegation of Authority and adopt an updated by-law as presented in this report.

Introduction:

Elgin County Land Division committee processes approximately 100 consent applications per year. Due to the County’s pre-consultation process, only roughly 1% of those applications are recommended for refusal. Many of these applications only require a short, standard list of conditions of approval and are considered by planning staff to be non-contentious. There is an opportunity to accelerate the processing time of these non-contentious consent applications by delegating approval authority from the county’s land division committee to senior planning staff. If delegated authority were granted to senior planning staff for non-contentious consent applications, it is estimated that the planning process would be reduced from 2-3 months to 1 month, and potentially even three weeks in certain circumstances.

Background and Discussion:

Consent applications (the division or modification of property lines), are under the approval authority of Elgin County. Currently, all consent applications are heard before the county’s land division committee. The committee meets once a month and considers 6-10 consent applications each meeting.

Consent applications start with the county’s pre-consultation process, where an applicant connects with a county planner to explain their intentions, and direction is provided by staff to the applicant to help them through the process. The applicant then makes a formal application submission, and the application is circulated to the relevant local municipal partner (LMP), other external review agencies (such as a conservation

authority) and to the surrounding neighbours for review and comment. In most cases, the planners and technical staff at the local level prepare a list of conditions of approval and present a short information report to the local council. This report, along with any technical considerations and a council resolution is forwarded to the County to be considered as part of the overall application review process. If there are no issues, the application is scheduled for the next available land division committee meeting. This process can take approximately 1 to 3 months depending on the complexity of the application, and whether any additional planning applications are required because of the nature of the proposed consent application.

To accelerate this process, planning staff are requesting delegated authority to approve non-contentious consent applications. If granted, this would remove the need to schedule non-contentious consent applications to a land division committee and save the applicant approximately 1-2 months of time.

To qualify as a non-contentious application, it must meet the following criteria:

- It is consistent with the Provincial Policy Statement (s. 3(5) Planning Act);
- It doesn't require a plan of subdivision for the proper and orderly development of the municipality (s. 53(1) Planning Act);
- It conforms with section 51(24) of the Planning Act;
- It conforms with the Elgin County Official Plan;
- It conforms with the local municipal Official Plan or Secondary Plan;
- It complies and conforms with the local municipal Zoning By-law (unless subject to a standard condition of rezoning or minor variance); and
- There are no unresolved objections/concerns raised from agencies or the public.

If the criteria above are met, the application would be deemed non-contentious.

Through the delegated authority consent process, LMPs, external agencies, and neighbours would continue to be circulated, and given notice of the application as required by the Planning Act.

What are others doing?

Out of a review of ten two-tier municipalities, (including Northumberland, Frontenac, Renfrew, Bruce, Huron, Lanark, Peterborough counties, and the and the united counties of Prescott and Russell, Stormont, Dundas and Glengarry, and Leeds and Grenville), nine are currently implementing delegated authority to senior planning staff to review non-contentious consent applications. Of those nine two-tier municipalities, approximately 90% of their consent applications now flow through their delegated approval process, which many explain has resulted in significant time savings for their applicants.

Financial Implications:

No financial implications are anticipated because of this change.

Advancement of the Strategic Plan:

Strategy 3: Service Excellence and Efficiency

Through delegated authority, consent application processing time can be reduced to provide a more streamlined, rapid process to the public and our development community.

Local Municipal Partner Impact:

Minimal impacts to our LMPs are anticipated because of this change.

Communication Requirements:

This process change has been discussed with our LMP planning departments, as well as with the county's development community through the most recent Development Information Group (DIG) meeting. Both staff, and stakeholders were pleased and offered to support to the proposed change.

A copy of this report was circulated to the land division committee on May 1, 2025.

Conclusion:

Planning staff are requesting delegated authority to approve non-contentious consent applications. This change would help to accelerate the consent application process and save applicants' valuable time. Should these changes result in resource savings for the County, planning staff will revisit the consent application fees to determine if consent fees can be adjusted to reflect those savings in the future.

In review of best practices across rural Ontario, this process change is in line with what other rural two-tier municipalities are doing to provide better customer service. The process change is in line with the county's new strategic plan as it promotes service excellence and improved efficiency. Through consultation, local technical staff and the development community are in favour of the proposed change.

Planning staff are of the opinion that this request will improve the planning process and recommend that the request for delegated authority for non-contentious consent applications be approved.

All of which is Respectfully Submitted

Approved for Submission

Mat Vaughan
Director of Planning and Development

Blaine Parkin
Chief Administrative Officer/Clerk

Attachment(s)

COUNTY OF ELGIN

By-Law No. 25-XX

**“A BY-LAW TO DELEGATE CERTAIN AUTHORITIES VESTED IN THE COUNCIL OF
THE CORPORATION OF THE COUNTY OF ELGIN AS THE APPROVAL AUTHORITY
WITH RESPECT TO PLANS OF SUBDIVISION, PLANS OF CONDOMINIUM,
CONSENTS AND PART LOT CONTROL BY-LAWS PURSUANT TO SECTION 22
AND 51 OF THE PLANNING ACT, TO THE DIRECTOR OF PLANNING AND
DEVELOPMENT FOR THE COUNTY OF ELGIN
AND TO REPEAL BY-LAW NO. 24-25.”**

WHEREAS Section 4 (1) of the Planning Act, R.S.O. 1990, Chapter P.13, as amended, provides that the Minister may by order delegate to the Council of the Corporation of the County of Elgin the authority to approve, among other things, plans of subdivision, plans of condominium, consents and part lot control by-laws; and

WHEREAS Section 5 (1) of the Planning Act, Chapter P 13, R.S.O. 1990, as amended, provides that the Council may by by-law delegate all or any of the authority to approve, among other things, plans of subdivision, plans of condominium, consents and part lot control by-laws to a Committee of Council or to an Appointed Officer identified in the by-law by name or position occupied; and

WHEREAS County Council considers it advisable to delegate certain powers to the Director of Planning and Development for the County of Elgin, and, in the Director of Planning and Development's absence, the Director of Legal Services.

NOW THEREFORE, the Council of the Corporation of the County of Elgin enacts as follows:

1. THAT the Council of the County of Elgin delegates to the Director of Planning and Development and in his/her absence, the Director of Legal Services, the authority to:
 - a) Sign draft plans of subdivision for the purpose of indicating draft approval.
 - b) Sign draft plans of condominium for the purpose of indicating draft approval.
 - c) Sign local municipal Official Plan Amendments indicating approval.
 - d) Sign County Official Plan Amendments indicating approval.
 - e) Refuse to accept or further consider any application for plan of subdivision or plan of condominium until the prescribed information and material and the required fee and the draft plan are received, pursuant to section 51(19) of the Planning Act as amended.
 - f) Enter into negotiations/dispute resolution with those parties involved in an objection to a draft plan of subdivision or condominium or conditions thereof.
 - g) Decide whether a change to conditions of draft approval is minor for the purpose of giving notice and to approve such minor changes.

- h) Extend draft plan approval time periods.
 - i) Approve and sign final plans of subdivision and final plans of condominium for the purpose of indicating that final approval has been granted by the approval authority and is acceptable for registration purposes.
 - j) Approve part lot control by-laws for local municipalities passed under Section 50 of the Planning Act, as amended.
 - k) Approve non-contentious consent applications. For clarity, 'non-contentious' shall mean that a consent application satisfies the following requirements:
 - It is consistent with the Provincial Policy Statement (s. 3(5) Planning Act);
 - It doesn't require a plan of subdivision for the proper and orderly development of the municipality (s. 53(1) Planning Act);
 - It conforms with section 51(24) of the Planning Act;
 - It conforms with the Elgin County Official Plan;
 - It conforms with the local municipal Official Plan or Secondary Plan;
 - It complies and conforms with the local municipal Zoning By-law (unless subject to a standard condition of rezoning or minor variance); and
 - There are no unresolved objections/concerns raised from agencies or the public.
2. THAT this by-law shall come into force and effect on the date of its final passing by the Council of the Corporation of the County of Elgin.
3. THAT By-law No. 24-25 be repealed.

READ A FIRST, SECOND AND THIRD TIME AND FINALLY PASSED THIS 27TH DAY OF MAY 2025.

Blaine Parkin,
Chief Administrative Officer/Clerk.

Grant Jones,
Warden.



Report to Committee of the Whole

From: Carolyn Krahn, Manager of Economic Development, Tourism & Strategic Initiatives

Date: June 10, 2025

Subject: Elgin County Tourism Content Policy

Recommendation(s):

That Council approve the Elgin County Tourism Content Policy.

Introduction:

In March 2025, Elgin County Tourism launched a new tourism website. A report on the launch was presented to Council, where a question was raised about how businesses and events are selected for promotion. Until now, Elgin County Tourism has used informal guidelines and staff judgment. To make the process more consistent and transparent, staff have developed a formal policy to guide which tourism businesses and events are included on the website and in printed tourism materials.

Background and Discussion:

The Tourism Content Policy sets clear criteria to help determine what qualifies as a tourism-related business or event. A “visitor” is someone who travels more than 40 km to Elgin County or stays overnight. A “tourism event” is one that draws people from outside the area and offers a meaningful experience. The goal is to promote high-quality, visitor-focused experiences that draw tourists to the region.

Key points of the policy include:

- Only tourism-focused businesses and events will be featured on ElginTourism.ca and in promotional materials.
- Eligible businesses must be located in or near Elgin County, have consistent hours, meet safety and service standards, and appeal to visitors.
- Restaurants and shops should operate for at least six months of the year and highlight local food or products.
- Farm-based businesses must offer hands-on, authentic experiences such as tastings or pick-your-own activities.

- Events must be open to the public, tourism-focused, and capable of attracting visitors. Local-only events are not eligible.
- All listings will be reviewed before being added to the website.

Financial Implications:

There are no financial impacts from adopting this policy.

Advancement of the Strategic Plan:

Promoting Economic Development While Respecting Rural Heritage – This policy supports the County’s goal of encouraging tourism-related activities and festivals. It helps attract visitors, support local businesses, and grow the economy while protecting Elgin’s rural charm and character.

Local Municipal Partner Impact:

There are no direct impacts on local municipal partners. Staff will continue to promote tourism across all communities in Elgin County.

Communication Requirements:

The policy will be shared on the County’s website and with local tourism operators.

Conclusion:

This policy gives staff clear direction when deciding which businesses and events to include in tourism promotions. It makes the process more transparent and ensures we are showcasing the best experiences Elgin County has to offer. By focusing on high-quality, tourism-related content, we can better meet the expectations of potential visitors. If our tourism promotional materials include too many less relevant listings—such as businesses or events that do not offer a unique experience or product for visitors—users may lose interest and choose not to engage with our promotional content. This policy helps ensure that we provide meaningful, engaging content that encourages people to explore Elgin County.

All of which is Respectfully Submitted

Approved for Submission

Carolyn Krahm
Manager of Economic Development,
Tourism & Strategic Initiatives

Blaine Parkin
Chief Administrative Officer/Clerk

Subject: Elgin County Tourism Content Policy

Policy Number: 1.3

Date Approved:

Date Last Revision:

1. Purpose

The Elgin County Tourism Website and print tourism materials, including the Visitor Guide and Taste Guide, showcase local businesses, experiences, and tourism events that attract visitors to the region. This policy outlines the eligibility criteria and requirements for tourism-related businesses and events seeking inclusion. The goal is to ensure the website and print tourism materials promote high-quality, market-ready experiences that reflect the unique culinary, cultural, and recreational offerings of Elgin County.

2. Definitions

Visitor: An individual who travels to Elgin County from more than 40 kilometers away and/or stays overnight in local accommodations.

Market-Ready Facilities: A market-ready business or destination is prepared to effectively welcome visitors by meeting established standards of infrastructure, quality, and service. It provides essential infrastructure, including public parking, washroom access, and visible signage, while ensuring compliance with relevant health and safety regulations and accessibility standards. Quality standards are maintained through high-quality customer service, well-curated product or menu offerings, and on-site interpretation and destination information to enhance the visitor experience.

Tangible Experience: A direct, meaningful, and knowledgeable interaction with the local culinary culture, where food and/or drink is the central focus. Examples include participating in farmers' markets, engaging in pick-your-own farm experiences, and dining at restaurants that highlight regional cooking.

3. Business Listing Eligibility

General Eligibility Criteria (All Business Types)

- **Location:** Must be located within Elgin County or surrounding area. Priority is given to Elgin County locations.

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- **Tourism Focus:** Must actively promote to and attract visitors to the region.
 - **Consistent & Posted Hours of Operation:** Businesses must have reliable, posted hours.
 - **Web Presence:** Should have an active website or social media profile.
 - **Market-Ready Facilities:** Must include public parking, washroom access, and visible signage, with compliance to health and safety regulations.
 - **Liability Insurance Coverage:** Proof may be requested.
 - **Compliance with Local Regulations:** Must adhere to applicable planning, zoning, and health regulations.

4. Category-Specific Criteria

Restaurants & Retail Businesses should

- Operate at least 6 months of the year or longer.
- Offer locally sourced food and/or products.
- For restaurants, culinary experience must be a primary feature.

Producers / Markets / Farm-Based Businesses should

- Operate at least 6 months of the year or longer.
- Provide tangible and authentic experiences, such as on-site tastings or pick-your-own activities.

5. Submission Process for Business Listings

To submit a business for consideration, the following details must be emailed to tourism@elgin.ca:

- Business name
- Location (including full address)
- Description of the business, including primary services or experiences offered
- Website or social media links
- Contact information for the owner or manager
- Proof of liability insurance (if requested)

Submissions will be reviewed based on the criteria outlined in this policy. Approved tourism businesses may be featured on the Elgin County Tourism website (ElginTourism.ca) and may also be shared across Elgin County Tourism's social media channels, subject to content availability and scheduling.

6. Event Listing Eligibility

General Eligibility Criteria for Events:

- Have a strong tourism focus, be of interest to a broad audience, and have the potential to attract visitors from outside the local area to Elgin County.
- Be open to the general public and provide a meaningful visitor experience.
- Take place within Elgin County. For events in the City of St. Thomas, only large-scale, tourism-focused events will be considered for inclusion.
- Priority given to events organized by tourism-related businesses and partners in good standing with Elgin County Tourism.

Excluded Events:

- Camps (summer camps, PA Day camps, day camps, etc.)
- Casting calls, auditions, or networking events
- Political or religious events, or any events that conflict with local bylaws or policies
- Garage sales, yard sales, sidewalk sales, or used book sales — with the exception of large-scale, town-wide garage sales
- Happy hours, bar crawls, dining specials, or standard retail sales
- Hospital, church, or community bazaars or rummage sales
- Job fairs, educational fairs, or health fairs
- Lotteries, karaoke nights, bingo, or trivia nights
- Homecomings, open houses, or invitation-only events
- Regularly scheduled classes, programs, or recurring meetups
- Virtual-only events

7. Submission Process for Events

To submit an event for consideration, all event details along with a promotional poster or image (if available) must be emailed to: tourism@elgin.ca.

The following information must be included:

- Event name
- Date(s) and time(s)
- Location (including full address)
- Description of the event
- Website or social media links (if applicable)
- Contact information for the organizer

Approved events may be featured on the Elgin County Tourism website (ElginTourism.ca) and may also be shared across Elgin County Tourism's social media channels, subject to content availability and scheduling.

8. Conclusion

Inclusion in Elgin County's tourism materials is a privilege that supports local economic development and highlights the region's unique experiences. Elgin County Tourism reserves the right to review applications and determine eligibility based on the criteria outlined in this policy.