



JUNE 2019

your update on what's happening in Wasaga Beach

# beachPAGES

Town of Wasaga Beach | 30 Lewis Street, Wasaga Beach, ON | (P) 705-429-3844 | (F) 705-429-6732

[www.wasagabeach.com](http://www.wasagabeach.com)

## Get your Parking Permit!

Parking permits are still available for the 2019 year. A Resident Parking Permit is designed to offer access to municipal parking lots at a cost of \$22.60 per permit. The permit is an exemption from paying the parking fee only. All other provisions of the Parking Bylaw still apply. Where can you get a permit? They are issued by the Treasury Department at the Water and Tax Counter at town hall, 30 Lewis St. Residents must apply in person Monday to Friday, between 8:30 a.m. and 4:30 p.m. How many permits can you obtain? Owners/tenants may obtain one permit only for the property. Permit holders properly displaying the permit are exempt from paying for parking Monday to Sunday from 8 a.m. to 2 a.m. in municipal lots. Non-resident parking passes are available through the Honk Mobile App. The cost is \$49.95. Each pass is valid for two licence plates and valid until Oct. 14. To purchase a pass through Honk, download the app, create an account, and search for the Town of Wasaga Beach. The pass is valid in all municipal lots. Certain exceptions apply during special events. For more information, call the Municipal Bylaw Office at 705-429-2511.

## Tax bill

Enclosed with this newsletter is your tax bill. If your bill indicates a balance forward, it's important to note that interest has been calculated to the current billing date. Interest will be applied at 1.25% on the first day of each month thereafter.

## E-Billing

To sign up for e-billing for tax and water bills, please e-mail: [e-billing@wasagabeach.com](mailto:e-billing@wasagabeach.com).

Please include the following information:

- 1) Your municipal address;
- 2) Your name and telephone number;
- 3) Your e-mail must come from the e-mail address that you would like the bill sent to.

## Paying your bill

Payments can be made the following ways:

- 1) In person at town hall, 30 Lewis St., Monday to Friday, between 8:30 a.m. and 4:30 p.m.
- 2) Use our drop box beside the front door (cheques only).
- 3) Payments can be mailed to the address indicated on your bill.
- 4) At most financial institutions.
- 5) Through online banking.
- 6) Pre-authorized payment plan.

## Charges

Tax records, reprints of tax or water bill: \$10.

Payment Transfer fee: \$5.

## Mayor's Message

I am excited to tell you about our new community engagement site called Let's Talk Wasaga Beach.

We launched the site earlier this month and I encourage you to check it out at [www.letstalkwasagabeach.ca](http://www.letstalkwasagabeach.ca).

The site is through a company called Bang The Table. They provide online community engagement platforms for municipalities and other organizations that are looking for innovative ways to connect with the public.

Town staff created the Wasaga Beach platform and are operating it for a three-month trial period.

If the trial goes well, council will consider using the site, or something like it, on a long-term basis as another way to engage with residents.

When you visit the site, you will find some interesting features.

One section focuses on our Official Plan Review. Click on the link and you will go to a page containing a summary about the review. You will also find background data, information about key dates, and a link to an online survey we are doing. An official plan is a document that describes the community's long-term vision and goals for land use. We need your participation so I hope you will take the time to check out this section and do the survey.

Another section is our Idea Box. This is where you can share your ideas about how to make our town better. Maybe you have an idea about how we can improve our transit system. Perhaps you want to share where new walking trails should be. Whatever your idea we want to hear it.

On the site, you will also find a spot to share your Wasaga Beach photographs. We all love this place and we hope you will tell us – through pictures and a few words – what makes Wasaga Beach great. We want



to see your beach shots, hiking photos, images from community events – you choose. The point is we want to celebrate what a great town we live in.

As well, we have created a section on the regional governance review. The Government of Ontario is reviewing the governance and decision-making of eight regional municipalities and the County of Simcoe. We know this subject is important to you and we want to provide you with accurate information about what is happening. We will place additional information on this section as it becomes available.

A different section of the site is devoted to the casino coming to Wasaga Beach. This page contains background documents, links to news releases, and more. We will add further information to this page going forward.

Finally, the site includes a section devoted to news releases from the town.

Other features we are considering for the site are polls, discussion forums, and Q&As.

Connecting with our residents is important to council. Your input is vital to us in terms of guiding what we do. That is why we launched Let's Talk Wasaga Beach.

And, connecting with you is why we recently kicked off our first Coffee with Council networking session. The session took place at the RecPlex on May 18. This was a chance for

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## Town council approves 2019 budget

Council approved the 2019 budget on March 26.

For 2019, the tax rate increase is 2.91 percent on the municipal portion of the tax bill. The impact of the increase on the average assessed home in Wasaga Beach is \$51.92.

The total operating and capital budgets is \$64 million, an increase of \$9 million when compared to the 2018 budget.

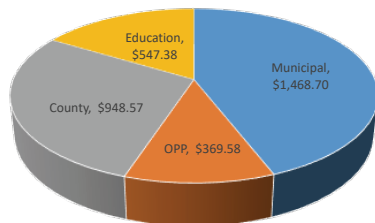
The budget for operating expenditures is \$40.1 million. The operating budget earmarks funds for the hiring of additional staff in strategic areas across multiple departments to improve the level of service provided to our residents.

Funds are also set aside to work with developers in building projects in our community that meet council's priorities of providing more affordable housing and diversifying the tax base.

The budget for capital expenditures is \$23.8 million, with the largest portion of this going towards roads and bridges (\$10.6 million).

For full details, see the Budget section of [www.wasagabeach.com](http://www.wasagabeach.com).

Breakdown of 2019 Average Household Tax Bill based on an Assessment of 339,990



## Wasaga Beach Events

**June 21 & 22** – Wasaga Beach Cruiser's Fun Run  
**Fridays & Saturdays June 28 to August 31** – Music in the Market  
**June 29 & 30** – Colour Festival  
**July 1** – Canada Day  
**Tuesdays from July 2 to September 3** – Jazz in the Park  
**Wednesdays July 3 to August 28** – Movies in the Market

For details check out the Special Events section of [www.wasagabeach.com](http://www.wasagabeach.com).

## Mayor's Message continued...

members of council to talk about our work to move the town forward and it was a chance for the public to share their views.

If you could not join us for the inaugural Coffee with Council not to worry. We have three more sessions planned for later in the year. Keep an eye on [www.wasagabeach.com](http://www.wasagabeach.com)

for full details, or check our Facebook and Twitter page.

I look forward writing you again soon.

Sincerely,

Nina Bifulchi,  
Mayor.

## Wasaga Beach launching new tourism brand



A new colourful and exciting tourism brand for the Town of Wasaga Beach received council approval earlier this spring.

The new brand will help move forward the town's tourism strategy during this term of council.

"This lively new look is about more than just a logo but also an expression of how visitors feel about Wasaga Beach," Mayor Nina Bifulchi said.

The new logo communicates Wasaga Beach's unique identity and it conveys the playfulness that so many people associate with our town.

The new tourism brand is a tool to promote the tourism industry, designed to help strengthen the town as a desirable destination.

The tourism-branding project is a joint-partnership between Regional Tourism Organization 7 (RT07) and the Town of Wasaga Beach. A steering committee with representation from RT07, the town, and the County of Simcoe oversaw the initiative.

RT07, on behalf of the town, invited proposals for the development of a new brand in the early summer of 2018. The town selected world-renowned marketing agency Cundari to work on the project.

Consultation took place throughout the process and involved members of the public, council, town staff, RT07, and the county.

"We look forward to rolling out the new brand in the months ahead," Mayor Nina Bifulchi said. "I want to thank all our stakeholders who played a role in creating our new look. We greatly appreciate your contributions to this project."

## Open Fires By-law

The Town of Wasaga Beach would like to remind its residents and visitors of the "open fires" by-law.

Property owners are not required to obtain a permit, however, the by-law rules must be followed to ensure fire and health safety.

- Only dry seasoned firewood shall be burned (no rubbish or yard waste).
- Smoke from the fire is your responsibility; do not allow smoke to interfere with others enjoyment of their property.
- A fire shall only be set in an outdoor burning

device complete with a spark arrester.

- Fire shall be less than 1 metre in diameter and ½ metre in height.
- A minimum of 4 metres from any combustible material must be maintained (i.e. structures, fence, trees etc.).
- Each fire shall be supervised by a responsible adult with access to adequate means of extinguishment (i.e. garden hose, bucket of water etc.).

Failure to adhere to these rules may result in fines or the removal of your burning privileges. The full open fires by-law can be found on [www.wasagabeach.com](http://www.wasagabeach.com).

## After-hours medical clinic now six days a week

The Wasaga Beach After-Hours Medical Clinic is now open six days a week.

Monday, Wednesday, Thursday, and Friday

the clinic is open 6 p.m. to 8 p.m. Saturday and Sunday the clinic is open 10 a.m. to noon.

The clinic is located at 14 Ramblewood Dr., Unit 202. For more information, see [www.wasagabeach.com](http://www.wasagabeach.com).