

**THE CORPORATION OF THE TOWNSHIP OF ESSA  
COMMITTEE OF THE WHOLE MEETING  
WEDNESDAY, MAY 7, 2025  
6:00 p.m.**

**AGENDA**

Members of the public wishing to attend can do so by attending in person to the Council Chambers in the Administration Centre located at 5786 County Road 21, Utopia.

**1. OPENING OF MEETING BY THE MAYOR**

The Township of Essa acknowledges that we are situated on land within the area of Treaty 18, also known as the Lake Simcoe-Nottawasaga Treaty, signed on October 17, 1818 between the Government of Upper Canada and the Anishinaabe Indigenous peoples. The Anishinaabe include the Ojibwe, Odawa and Pottawatomi Nations collectively known as the Three Fires Confederacy. We are dedicated to honouring Indigenous history and culture and committed to moving forward in the spirit of reconciliation and respect with all First Nation, Metis and Inuit People.

**2. DISCLOSURE OF PECUNIARY INTEREST**

**3. DELEGATIONS / PRESENTATIONS / PUBLIC MEETINGS**

**a. Delegation**

Darren Putnam – Street Naming Request - R. C. Putnam.

**p. 1 b. Presentation**

Jasmine Shadd, Asset Management Advisor – PSD Citywide Inc.

**STAFF REPORTS**

**4. PLANNING AND DEVELOPMENT / BUILDING**

**5. PARKS AND RECREATION / COMMUNITY SERVICES**

- p. 22 a. Staff Report PR009-25 submitted by the Manager of Parks and Recreation, re: Summer Camp Programs Proposal.**

Recommendation: **BE IT RESOLVED THAT** Staff Report PR009-25 be received; and **THAT** Council approve the operation of 2025 Summer Camp through Elevation Athletics and Side Door Yoga, to provide a variety of recreational programming for children during the summer months.

**6. FIRE AND EMERGENCY SERVICES**

**7. PUBLIC WORKS**

- p. 26 a. **Staff Report PW009-25 submitted by the Manager of Public Works, re: Award of Tender – Aged Bridge Culverts Replacement.**

Recommendation: **BE IT RESOLVED THAT** Staff Report PW009-25 be received; and **THAT** the quotation as received from **South Shore Contracting** be accepted in the amount of **\$3,562,503.60 (including 1.76% HST)**, to complete the replacement of the aged bridge culverts project contingent upon a WSIB Clearance Certificate and a copy of Insurance being provided to the Township to the Township's satisfaction; and **THAT** Council authorize Staff to utilize the remaining non-regulatory capital funding envelope(surplus) to complete further roads emergency repairs as contained in this report.

**8. FINANCE**

**9. CLERKS / BY-LAW ENFORCEMENT / IT**

- p. 32 a. **Staff Report C007-25 submitted by the Acting Manager of Legislative Services, re: Special Occasion Permit – Lavender Valley Farm.**

Recommendation: **BE IT RESOLVED THAT** Staff Report C007-25 be received; and **THAT** That Council approve the request from Lavender Valley Farm to serve alcohol at 5505 6th Line, Essa on the following dates and times:

- July 5 (6 p.m. - 8 p.m.) – Picnic and Pic Event (40 people max)
- July 6 (11a.m. - 2 p.m.) – Paint and Sip Event (20 people max)
- July 12 (6 p.m. - 8 p.m.) - Picnic and Pic Event (40 people max)
- July 17 (6 p.m. – 10 p.m.) – Lavender Field Dinner Event (20 people max)
- July 24 (6 p.m. - 8 p.m.) – Wellness Event (25 people max)
- July 27 (11a.m. - 2 p.m.) – Paint and Sip Event (20 people max); and

**THAT** a copy of the certificate of insurance in the amount of \$5,000,000.00 has been provided, listing the Township of Essa as additional insured.

**10. CHIEF ADMINISTRATIVE OFFICER (C.A.O.)**

**11. OTHER BUSINESS**

**12. ADJOURNMENT**

Recommendation: **BE IT RESOLVED THAT** this meeting of Committee of the Whole of the Township of Essa adjourn at \_\_\_\_\_p.m., to meet again on the 21<sup>st</sup> day of May, 2025 at 6:00 p.m.

# Essa Township

## Proposed Levels of Service



**Jasmine Shadd**, Asset Management Advisor, PSD Citywide  
Council Presentation | May 7, 2025

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# Agenda



REGULATORY  
CONTEXT



2025 PROPOSED  
LEVELS OF SERVICE



QUESTIONS





# Regulatory Context



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## Background and Context

- As part of the Infrastructure for Jobs and Prosperity Act, 2015, the Ontario government introduced Regulation 588/17 - Asset Management Planning for Municipal Infrastructure (O. Reg 588/17).
- Requires Ontario municipalities to develop an asset management policy and AMPs between 2022 and 2025 with increasing complexity.
- As part of our current engagement, PSD Citywide is developing an AMP that meets the requirements of O. Reg 588/17 - 2025 requirements.



## Ontario Regulation 588/17

Requirement	2019	2022	2024	2025
1. Strategic Asset Management Policy	✓		✓	
2. Asset Management Plans		✓	✓	•
State of infrastructure for core assets		✓		
State of infrastructure for all assets			✓	•
Current levels of service for core assets		✓		
Current levels of service for all assets			✓	
Proposed levels of service for all assets				•
Lifecycle costs associated with current levels of service		✓	✓	
Lifecycle costs associated with proposed levels of service				•
Growth impacts		✓	✓	•
Financial strategy			✓	•

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# Proposed Levels of Service

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## What are Levels of Service?

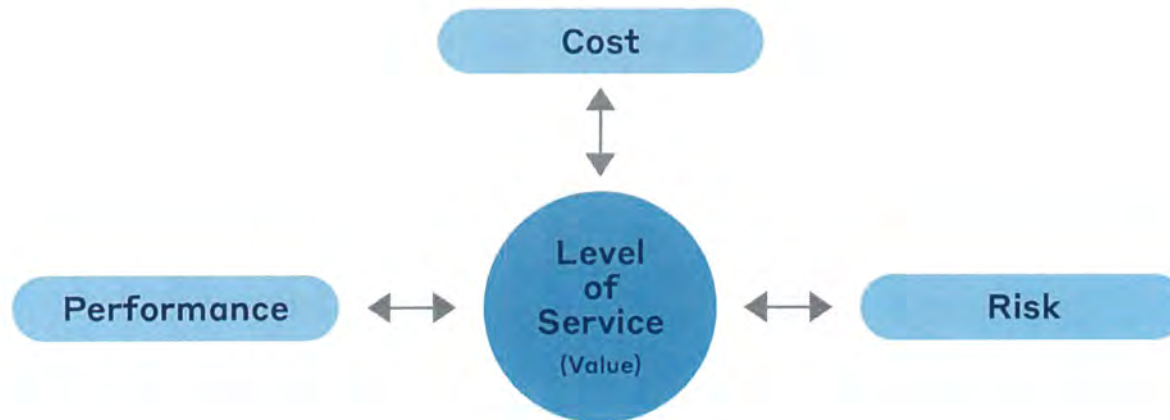
- Municipal governments exist to provide services to the community
- Infrastructure provides services that bring our communities to life
  - Pipes provide a clean drinking water service
  - Roads provide a transportation service
  - Facilities provide recreation and community services
  - Fleet and machinery enable delivery of many municipal services
- Levels of service (LOS) are measurements that describe how well a service area is meeting the needs of the community
  - **Current LOS:** the quality of service the municipality delivers to residents today
  - **Proposed LOS:** commitment made on the quality of service they will receive in the future



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## Establishing Levels of Service Targets

- Adjusting levels of service is a strategic decision that affects how infrastructure is managed over time
- Changes in service levels directly impact lifecycle strategies, investment timing, and long-term asset sustainability
- The goal is to balance **cost**, **performance**, and **risk**.



# Community Engagement Responses

- Community feedback helps ensure that proposed service levels reflect local priorities, values, and willingness to pay
- It's also a requirement under Ontario Regulation 588/17 to consider public input in asset planning

- 9 • Who responded?
  - 66.3% of respondents reside in the Angus area

- Cost-Conscious Preferences
  - Majority prefer balancing service levels with tax affordability.

- Top Infrastructure Priorities
  - Key areas of concern: Roads, Bridges, and Water/Wastewater



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What is your level of satisfaction with the quality of each different infrastructure?

	Highly Satisfied	Satisfied	Unsure	Dissatisfied	Very Dissatisfied
Roads	3.5%	48.7%	4.5%	33.2%	10.1%
Sidewalks	5.7%	59.1%	18.1%	13.0%	4.2%
Bridges	5.1%	58.0%	19.0%	15.4%	2.6%
Parks & Trails	6.1%	47.7%	22.3%	17.8%	6.1%
Recreational Facilities & Community Centres	4.6%	38.5%	24.1%	23.1%	9.7%
Emergency Vehicle & Equipment	17.3%	51.3%	26.4%	4.1%	1.0%
Water & Sewer Service	5.9%	48.9%	23.4%	18.6%	3.2%
Stormwater Drainage	6.2%	50.0%	22.2%	15.0%	6.7%



Given budget constraints, it is often necessary to make trade-offs between different infrastructure services and programs. This could mean reducing spending on some services while increasing expenditure on others. For example, more sidewalks but fewer bike trails. Which of the following statements best represents your opinion on changing services

For lower taxes, I am open to reducing the quality of infrastructure services



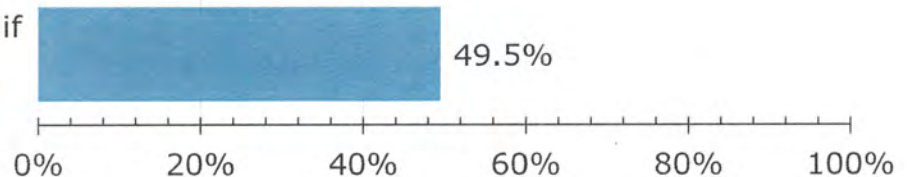
I am not willing to pay more for different or better infrastructure services



I am willing to pay more for infrastructure if it means improving my quality of life



I am willing to make trade-offs between different infrastructure if it keeps costs similar

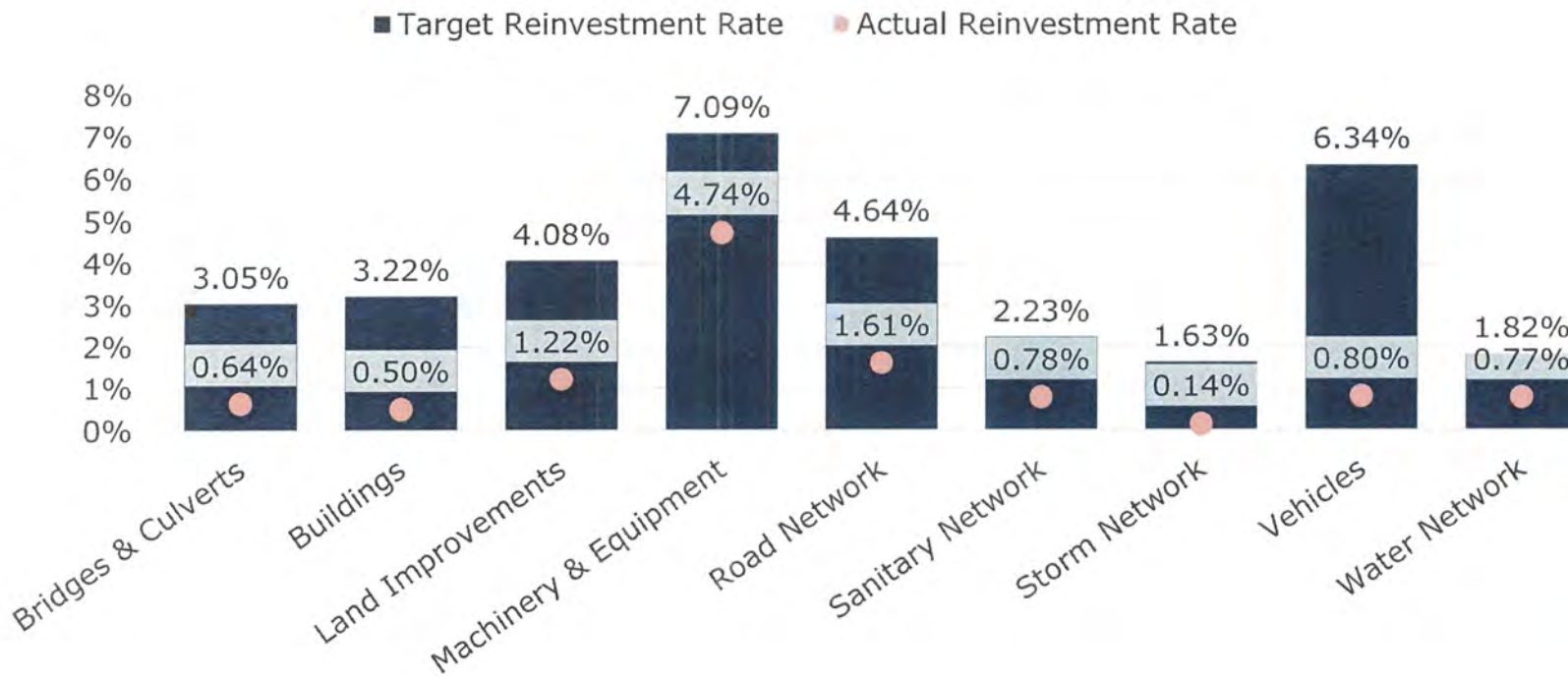


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# Current Funding Levels

- At existing levels, the Township is funding 29.7% of its annual capital requirements for all infrastructure analyzed.

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# Infrastructure Deficit

Asset Type	Annual Capital Requirement	Funding Available	Annual Capital Deficit
Tax-Funded Assets	\$10,841,901	\$2,964,980	\$7,876,921
Rate-Funded Assets	\$2,996,280	\$1,141,907	\$1,854,373
Total:	<b>\$13,838,181</b>	<b>\$4,106,887</b>	<b>\$9,731,294</b>



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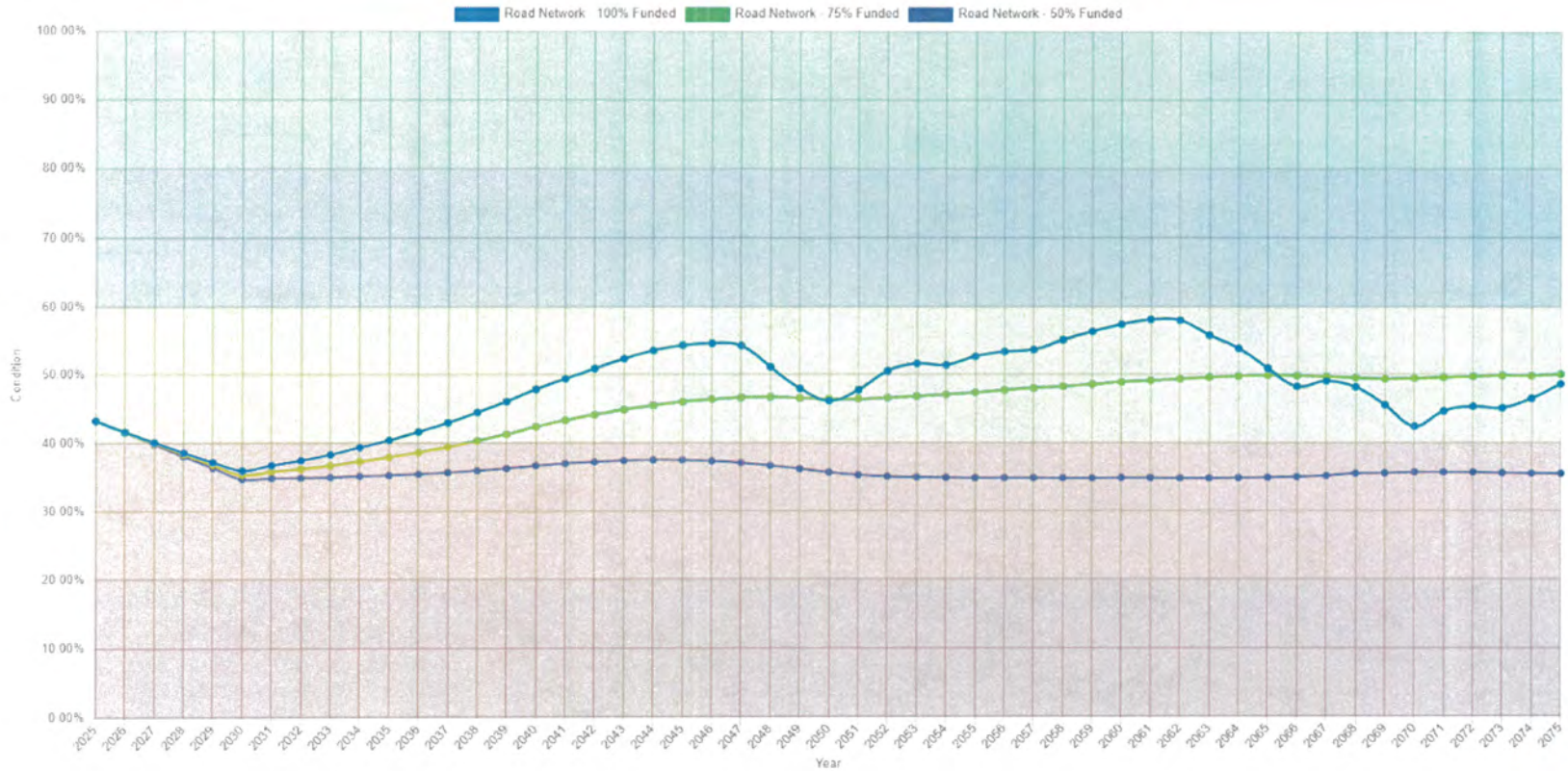


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# Citywide Decision Support

- System modeling to project future asset conditions under various funding scenarios, helping to assess the long-term impacts of different investment levels.

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# Scenario Modelling

## Scenario 1: Achieving Full Funding in 15 Years

- **Approach:** This scenario assumes a phased annual tax increase of approximately 3.4%, 2.0% for water rates, and 2.3% for wastewater rates, achieving full funding in 15 years.

## Scenario 2: Achieving 75% Funding in 15 Years

- **Approach:** This scenario assumes a phased annual tax increase of approximately 2.4%, 1.1% for water rates, and 1.2% for wastewater rates, reaching 75% funding within 15 years

## Scenario 3: Achieving 50% Funding in 15 Years

- **Approach:** This scenario assumes a phased annual tax increase of approximately 1.2%, 0.1% for water rates, and no increase to wastewater rates, reaching 50% funding within 15 years.



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# Scenario Analysis

Scenario	Increase Required (15 Years)	Key Risks/Trade-offs
Full Funding	Taxes: 3.4% Water Rates: 2.0% Wastewater Rates: 2.3%	<ul style="list-style-type: none"><li>Requires significant tax and rate increases</li><li>Highest service reliability and long-term sustainability</li><li>Supports strategic infrastructure priorities</li></ul>
75% Funding	Taxes: 2.4% Water Rates: 1.1% Wastewater Rates: 1.2%	<ul style="list-style-type: none"><li>Balanced approach to maintain service levels with a moderate tax increase</li><li>Relies on revenue sources that may fluctuate</li></ul>
50% Funding	Taxes: 1.2% Water Rates: 0.1% Wastewater Rates: 0%	<ul style="list-style-type: none"><li>Delays may lead to larger future tax increases to catch up</li><li>Increased risk of service disruptions, deferred maintenance, safety issues, and higher long-term costs due to asset deterioration</li></ul>



## Tax-Funded Assets: 75% Funding Scenario

- Recommended scenario to balance service delivery and financial sustainability
- Leverages non-sustainable funding sources (e.g. grants, reserves, ASE revenue) to help close the funding gap
- Maintains ongoing contributions to the Asset Management Reserve to support long-term infrastructure needs
- Enables continued investment in core assets (roads, bridges, buildings, vehicles) without placing excessive pressure on the tax base
- Aligned with infrastructure priorities identified in the Township's Strategic Plan

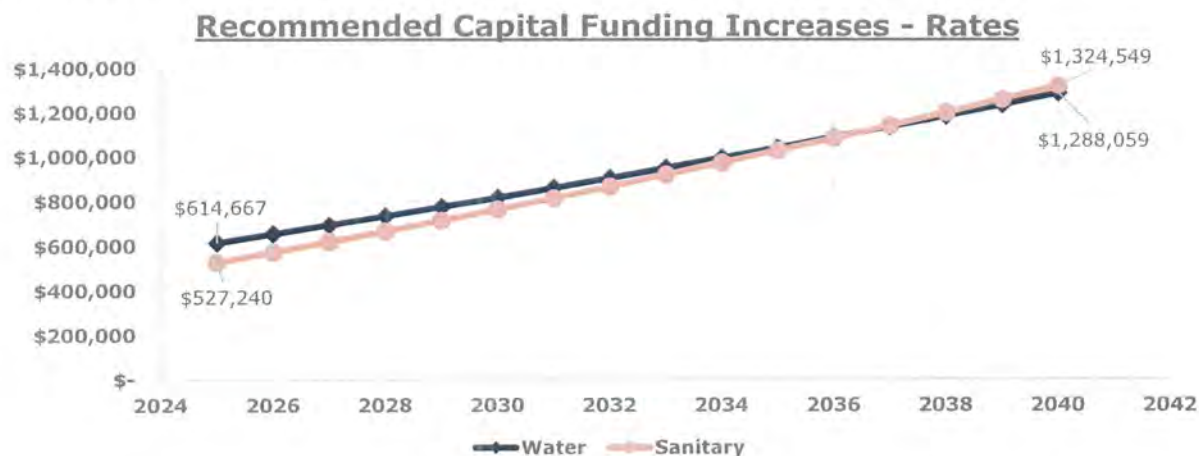


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## Rate-Funded Assets: 100% Funding Scenario

- Recommended scenario to ensure regulatory compliance, safety, and long-term sustainability
  - Enables consistent levels of service
  - Protection of public health
  - Support regulatory requirements
- No alternate revenue sources or asset management reserves are currently available for rate-funded assets
- Continue to monitor and adjust rate structures as needed to reflect changing costs, service demands, and infrastructure needs



# Key Takeaways

- Recommended Funding Scenarios
  - 75% funding for tax-supported assets, supplemented by alternative revenues
  - 100% funding for rate-supported assets (Water & Wastewater)
- These decisions reflect:
  - The Township's commitment to financial sustainability
  - Community feedback prioritizing cost management and essential services
  - A balance between maintaining service levels and managing tax and rate impacts

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## Next Steps

- Finalized 2025 Asset Management Plan

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# Questions?

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jshadd@psdcitywide.com  
p: (519) 690-2565 x 2715



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## TOWNSHIP OF ESSA STAFF REPORT

**STAFF REPORT NO.:** PR009-25

**DATE:** May 7<sup>th</sup>, 2025

**TO:** Committee of the Whole

**FROM:** Chris Rankin, Manager of Parks & Recreation

**SUBJECT:** Summer Camp Programs Proposal

### RECOMMENDATION

That Staff Report PR0009-25 be received; and

That Council approve the operation of 2025 Summer Camp through Elevation Athletics and Side Door Yoga, to provide a variety of recreational programming for children during the summer months.

### BACKGROUND

The Township of Essa aims to provide quality summer programming for youth in the community. To achieve this, the Parks and Recreation Department has explored opportunities to partner with experienced organizations that specialize in recreational and educational camp experiences. This approach ensures high-quality programming without the need for direct municipal staffing, administrative oversight and associated liabilities.

For Summer 2025, two separate camp programs are proposed:

#### Elevation Athletics – Multi-Sport Camp:

- Location: Angus Recreation Centre
- Facilities Used: Gymnasium and Banquet Hall (used for lunch)
- Camp Duration: 6 weeks
- Age Groups:
  - 6–8 years
  - 9–12 years
- Camper Capacity: 20 campers
- Staffing:
  - 2 staff members
  - Staff-to-camper ratio: 1:10
- Staff Qualifications:
  - Vulnerable Sector Check
  - First Aid & CPR-C
  - AODA Training
  - HIGH FIVE® Principles of Healthy Child Development

Financial Summary: Camp Fee Comparison and Profitability:

- Elevation Athletic fee per camper per day: \$49.00
- Essa's fee per camper per day: \$58.80
- Essa's daily profit per camper: \$9.80
- Elevation Athletic Weekly fee per camper (5 days): \$294.00
- Essa's weekly profit per camper: \$49.00
- Essa's estimated total profit over 6 weeks (based on 20 campers): \$5,880.00

***This projected profit is based on maintaining an average of 20 registered campers per week over the 6-week period.***

#### **Side Door Yoga – Yoga & Art Camp:**

- Location: Community Park
- Facilities Used: Community Park Banquet Hall
- Camp Dates:
  - July 7–11
  - July 21–25
  - August 11–15
  - August 25–29
- Camp Duration: 4 separate one-week sessions
- Camper Capacity: 20 campers

#### **Staffing:**

- 2 staff members
- Staff-to-camper ratio: 1:10

#### **Staff Qualifications:**

- Vulnerable Sector Check
- First Aid & CPR-C
- AODA Training
- HIGH FIVE® Principles of Healthy Child Development

#### **Financial Summary: Camp Fee Comparison and Profitability:**

- Side Door Yoga Daily fee per camper: \$48.00
- Essa's fee per camper per day: \$37.00
- Essa's daily profit per camper: \$11.00
- Side Door Yoga Weekly camp fee per camper (5 days): \$240.00
- Essa's weekly profit per camper: \$55.00
- Essa's estimated total profit over 4 weeks (based on 20 campers): \$4,400.00

***This projected profit is based on maintaining an average of 20 registered campers per week over a 4-week program period.***

#### **COMMENTS AND CONSIDERATIONS**

Partnering with Elevation Athletics and Side Door Yoga allows for specialized and high-quality programming tailored to different interests, such as sports, yoga, and art. These organizations have trained staff with necessary qualifications, ensuring a safe and engaging experience for all participants.

The Township will oversee registration requirements, ensuring an efficient and organized enrollment process, while the contracted providers will be responsible for staffing and program delivery.



By contracting out the camps, the Township minimizes staffing, liabilities and administrative costs while maximizing recreational opportunities for youth. These programs also make use of existing municipal facilities, optimizing their use during the summer months.

Worth to mention; this proposal (utilizing external contractor for the first year of camps), will allows Essa to iron out the registration process as well as develop all required policies and procedures through the experiences to run the program internally in the future.

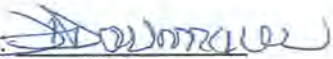
Advertising will be completed through our Essa website and the social media platforms.

### FINANCIAL IMPACT

There is no direct financial cost for the Township, as the contracted provider will manage staffing costs. The Township may benefit from increased facility rentals associated with the camps. Estimated revenues are \$5,880/six weeks for Multi Sport Camp based on 20 campers and \$4,400/six weeks for Side Door Yoga – Yoga & Art Camp based on 20 campers.

***Worth to mention that; either program is subject to cancellation for no fee if the minimum required number of registered campers is not met (20 campers/program).***

Manager of Finance:



### SUMMARY/OPTIONS

Council may:

1. Take no further action.
2. Authorize Staff to approve the operation of these camps through Elevation Athletics and Side Door Yoga.
3. Direct Staff in another course of action.

### CONCLUSION

Option #2 is recommended.

Respectfully submitted,



Chris Rankin  
Manager of Parks & Recreation

Reviewed by,



Michael Mikael, P, Eng  
Chief Administrative Officer



## TOWNSHIP OF ESSA STAFF REPORT

**STAFF REPORT NO.:** PW009-25

**DATE:** May 7<sup>th</sup>, 2025

**TO:** Committee of the Whole

**FROM:** John Kolb – Manager of Public Works

**SUBJECT:** Award of Tender – Aged Bridge Culverts Replacement

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### RECOMMENDATION

That Staff Report PW009-25 be received; and

That the quotation as received from **South Shore Contracting** be accepted in the amount of **\$3,562,503.60 (including 1.76% HST)**, to complete the replacement of the aged bridge culverts project contingent upon a WSIB Clearance Certificate and a copy of Insurance being provided to the Township to the Township's satisfaction; and

That Council authorize Staff to utilize the remaining non-regulatory capital funding envelope(surplus) to complete further roads emergency repairs as contained in this report.

### BACKGROUND

The six bridge culverts located on (9<sup>th</sup> Line, 5<sup>th</sup> Sideroad, 10<sup>th</sup> Line, 6<sup>th</sup> Line, 8<sup>th</sup> Line) have been in service for over 90 years and has reached the end of their useful life based on the last OSIM inspection which has significant deterioration and safety concerns, necessitating full replacement.

This project aligns with the Township's on-going commitment to maintaining critical infrastructure and ensuring public safety through proactive renewal of aging assets.

### COMMENTS AND CONSIDERATIONS

A public tender was issued on Biddingo on March 17<sup>th</sup>, 2025 with an official closing date and time of April 15<sup>th</sup>, 2025 at 3:00 PM. Three addenda were issued in response to bidder inquiries during the tender period.

The tender stipulates that the successful contractor must complete all work within 24 weeks, no later than November 28<sup>th</sup>, 2025. Failure to meet this completion date may result in liquidated damages of \$1,500 per calendar day. Additionally, the successful contractor must provide a one-year warranty period on all work, commencing from the date of substantial performance.



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Seven (7) bids were received by the Township on Friday April 4, 2025. The bids are summarized, as follows.

BIDDER	Tender Deposit/Bid Bond	TOTAL TENDER (Including 1.76% HST)
South Shore Contracting	50% Performance Bond	\$3,562,503.60
Sierra Excavating Enterprises	50% Performance Bond	\$4,001,286.00
Leading Edge Earthworks	50% Performance Bond	\$4,583,073.20
Dufferin Construction	50% Performance Bond	\$4,604,640.00
Arnott Construction	50% Performance Bond	\$4,740,998.40
Trisan Construction	50% Performance Bond	\$6,071,799.30
Alexman Contracting	50% Performance Bond	\$6,559,242.90

*\*A letter stating the project timeline and traffic management plan will be mailed out to the residents within the construction limit to ensure public engagement.*

*\*A detailed Traffic Management Plan has been developed and will be shared with the residents to ensure smooth vehicular movement during construction.*

#### **PROJECTED COST ANALYSIS:**

Below is the breakdown of the project construction and post construction cost:

<b>COST ANALYSIS (Simcoe Street &amp; Raglan Street Urbanization)</b>	
<b>Consultant Fees</b>	
Contract Administration – Inspection Fee (PlanMac Engineering)	\$ 75,000.00
Geotechnical Allowance	\$ 35,000.00
<b>Total Consultant Fees (including 1.76% HST)</b>	<b>\$ 111,936.00</b>
<b>Construction Fees (based on the lowest bidder)</b>	
Total Value of Construction (Lowest Bidder – <b>South Shore Contracting</b> )	\$ 3,500,888.00
Construction Change order allowance (Added Contingency)	\$ 60,000.00
<b>Total Construction Fees (Including 1.76% HST)</b>	<b>\$ 3,623,559.63</b>
<b>TOTAL PROJECTED COST (Including 1.76% HST)</b>	<b>\$ 3,735,495.63</b>
<b>TOTAL REMAINING BUDGET (Surplus)</b>	<b>\$ 514,504.37</b>



### OTHER COMMENTS AND CONSIDERATIONS (Emergency Repairs)

Staff recognized deterioration of:

- ❖ **Approximately 0.8** km westbound Lane and 0.45 km eastbound lane road segment of 5<sup>th</sup> Sideroad
- ❖ **Approximately 0.3** km (north/south bound lane) road segment of 10<sup>th</sup> Line
- ❖ **Approximately 1.0** km of Scotch Line between 5<sup>th</sup> Sideroad and 10<sup>th</sup> Sideroad

The above road segments will require removal and paving of 40mm HL-3 Hot Mix Asphalt (40mm) as temporary fix until capital upgrades occurs in the near future.





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PW009-25  
Award of Tender – Aged Bridge Culverts  
Replacement

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Staff recommends utilizing the budget surplus (***non regulatory fund enveloped***) to complete emergency repairs on both road segments at an estimated cost ranging from \$400,000 to \$550,000.

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## FINANCIAL IMPACT

The 2025 approved Capital Budget for Aged Concrete Culvert Replacement is **\$4,250,000** (**\$1,380,321 OCIF/CCBF - \$1,469,679 Infrastructure Renewal Res. - \$1,400,000 interest fund / AMP Res.**) resulting in a surplus in the amount of \$514,504.37.

*Authorize staff to utilize the remaining non regulatory fund envelope related to this project to complete emergency repairs on 5<sup>th</sup> sideroad, Scotch Line and 10<sup>th</sup> Line. The cost will range from \$400,000 to \$550,000).*



Manager of Finance

## SUMMARY/OPTIONS

Council may:

1. Take no action.
2. Award the Tender to **South Shore Contracting** in the amount of **\$3,562,503.60** (Including 1.76% HST) to complete the replacement of the aged bridge culverts project contingent upon a WSIB Clearance Certificate and a copy of Insurance being provided to the Township to the Township's satisfaction
3. Authorize Staff to utilize the remaining non-regulatory capital funding envelope(surplus) to complete further roads emergency repairs as contained in this report.
4. Direct Staff in another course of action

## CONCLUSION


Staff recommends that **Options 2,3** be approved, given that this contractor is in a good standing with other Townships and with no known past performance problems. Both projects represent a necessary investment in the Township's infrastructure and aligns with our asset management and risk mitigation strategies.

Respectfully submitted,

Reviewed by,



John Kolb  
Manager of Public Works



Michael Mikael, P.Eng  
Chief Administrative Officer





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## TOWNSHIP OF ESSA STAFF REPORT

**STAFF REPORT NO.:** C007-25  
**DATE:** May 7, 2025  
**TO:** Committee of the Whole  
**FROM:** Sarah Corbett, Acting Clerk  
**SUBJECT:** Special Occasion Permit Request – Lavender Valley Farm

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### RECOMMENDATION

That Staff Report C007-25 be received, and

That Council approve the request from Lavender Valley Farm to serve alcohol at 5505 6th Line, Essa on the following dates and times:

- July 5 (6 p.m. - 8 p.m.) – Picnic and Pic Event (40 people max)
- July 6 (11a.m. - 2 p.m.) – Paint and Sip Event (20 people max)
- July 12 (6 p.m. - 8 p.m.) - Picnic and Pic Event (40 people max)
- July 17 (6 p.m. – 10 p.m.) – Lavender Field Dinner Event (20 people max)
- July 24 (6 p.m. - 8 p.m.) – Wellness Event (25 people max)
- July 27 (11a.m. - 2 p.m.) – Paint and Sip Event (20 people max); and

That a copy of the certificate of insurance in the amount of \$5,000,000.00 has been provided, listing the Township of Essa as additional insured.

### BACKGROUND

Lavender Valley Farm is a small family run boutique lavender farm located in Essa Township and owned and operated by Lisa and Jason Whibley. On their farm they make natural small-batch handmade lavender products using the lavender they grow. Lavender Valley Farm strives to practice sustainable agriculture methods and is set on 25-acres and is home to more than 3,000 aromatic lavender plants situated on approximate 3 acres.

Lavender Valley Farm is requesting to host intimate gatherings for small groups of individuals who wish to enjoy the beauty and enchantment of lavender fields.

Lavender Valley Farm will not be having the public visiting their farm daily, all access to the farm is by appointment only and for small private bookings.

### COMMENTS AND CONSIDERATIONS

In accordance with Policy A07-06 (Attachment No. 2), Special Occasion Permit Approvals for Alcohol Related Events require that the Club provide copies of the \$5,000,000.00 Liability Insurance Certificate to the Township naming the Township of Essa as the additional insured. As well, the Policy states that certain information (as outlined in the chart below) is required to be provided to the Clerk's Office prior to any approval of Council being granted.

Lavender Valley Farm has applied for a tent permit from the Building Department.

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Planning Department has reviewed this request and has no concerns (please see Attachment #3).

Fire Department has reviewed this request and has no concerns (please see Attachment #4).

<b>Name and Contact Information</b>	Lavender Valley Farm Lisa and Jason Whibley
<b>Description of the Events</b>	<ul style="list-style-type: none"> <li>• Picnic and Pic Event (July 5 and 12)</li> <li>• Paint and Sip Event (July 6 and 27)</li> <li>• Lavender Field Dinner Event (July 17)</li> <li>• Wellness Event (July 24)</li> </ul>
<b>Date and Time of the Event</b>	July 5 and 12, 2005 – 6 p.m. - 8 p.m. July 6 and 27, 2025 – 11a.m. - 2 p.m. July 17, 2025 – 6 p.m. – 10 p.m. July 24, 2025 - 6 p.m. - 8 p.m.
<b>Logistics of the Event</b>	This is event open to the public through the sale of tickets.
<b>Purpose of the Event</b>	To allow the public access to natural lavender fields while immersing in a fun and interactive experience of interest.
<b>Number of people attending</b>	Anticipated attendees range between 20-40 people.
<b>Proof of Insurance</b>	Insurance Certificate, naming the Corporation of the Township of Essa, in the amount of \$5,000,000.00 will be provided prior to the Event.

Should Council grant permission, the applicant will submit the necessary application (with a copy of Council's resolution) to the AGCO, and as well, will provide a copy of the municipality's approval to the Fire Department, Nottawasaga O.P.P., and the Simcoe-Muskoka District Health Unit.

Worth to mention that the hosting property has enough parking on their property to accommodate the projected 20-40 guests/day. Therefore the event visitors will not impact any municipal properties or request parallel parking on 6th Line.

## FINANCIAL IMPACT

There will be no additional revenue realized by the municipality.

  
Manager of Finance Approval

## SUMMARY/OPTIONS

Council may:


1. Take no further action.
2. **Approve the Request of Lavender Valley Farm**
3. Decline the Request.

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## CONCLUSION

Staff recommends Option No. 2.

Respectfully submitted by:



Sarah Corbett  
Acting Clerk

Reviewed by:



Michael Mikael, P.Eng  
Chief Administrative Officer

### Attachments:

1. Request from Lavender Valley Farm
2. Property Drawing
3. Email from Planning
4. Email from Fire
5. Policy A07-06 "Special Occasion Permit Approvals (for Alcohol-related Events)"



Qa

Attachment # 1

**Sarah Corbett**

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**Subject:** Special Occasion Permit + our farm business

**From:** Lavender Valley Farm <lavendervfarm@gmail.com>

**Sent:** April 17, 2025 11:08 AM

**To:** Sarah Corbett <scorbett@essatownship.on.ca>

**Subject:** Re: Special Occasion Permit + our farm business

Thanks Sarah,

If I may, please accept this note from us, for your consideration to include in your case regarding the approval of our significant event venue in our municipality. This venue will not only enhance our community's cultural offerings but also serve as a catalyst for economic growth and tourism.

As a member of the board of directors for the Ontario Lavender Association, I have witnessed firsthand the potential for collaboration within our region. We are currently working closely with Agritourism Ontario to develop province-wide programs focused on lavender festivals and Lavender Day. These initiatives are designed to attract visitors from across the province, bringing much-needed tourism and awareness to our area.

We believe that partnering with the township and our local Regional Tourism Organization (RTO) will be instrumental in raising awareness of our community and its offerings. By promoting our significant event venue, we can create a vibrant hub for cultural and agritourism activities that will benefit local businesses and enhance community engagement.

I urge the council to consider the positive impact that this venue will have on our municipality and support its approval. Together, we can foster a thriving environment that showcases our unique assets and draws visitors to our area.

Thank you for your attention to this important matter. I look forward to the opportunity to discuss this further and explore ways we can work together to promote our municipality.

Lisa & Jason Whibley  
Lavender Valley Farm  
[www.lavendervalleyfarm.ca](http://www.lavendervalleyfarm.ca)

On Tue, Apr 15, 2025 at 1:46 PM Sarah Corbett <[scorbett@essatownship.on.ca](mailto:scorbett@essatownship.on.ca)> wrote:

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Thank you so much! I will be writing a Staff Report for Council's consideration at the May 7<sup>th</sup>, 2025 meeting.

Should you have any questions between now and then, please feel free to reach out!

Have a great day.

Regards,

**Sarah Corbett, Dipl.M.A**

Acting Manager of Legislative Services / Municipal Clerk

Township of Essa

Phone: 705-424-9917 ext. 116

Fax: 705-424-2367

Email: [scorbett@essatownship.on.ca](mailto:scorbett@essatownship.on.ca)

Website: [www.essatownship.on.ca](http://www.essatownship.on.ca)



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**From:** Lavender Valley Farm <[lavendervfarm@gmail.com](mailto:lavendervfarm@gmail.com)>

**Sent:** April 14, 2025 1:57 PM

**To:** Sarah Corbett <[scorbett@essatownship.on.ca](mailto:scorbett@essatownship.on.ca)>

**Subject:** Re: Special Occasion Permit + our farm business

Hi Sarah,

Please find attached our COI naming the township as an additional insured for \$5million coverage as per your request.you

This should complete all the information you requested for proceeding with our application for Municipal Resolution from the Town Council.

Thank you,

Lisa Whibley

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Lavender Valley Farm

[www.lavendervalleymfarm.ca](http://www.lavendervalleymfarm.ca)

On Wed, Apr 9, 2025 at 2:53 PM Lavender Valley Farm <[lavendervfarm@gmail.com](mailto:lavendervfarm@gmail.com)> wrote:

Hello Sarah,

Please find my replies to the details below.

We require the following information from you:

- Event Details: Dates and times for event(s) and when alcohol will be available
  - **July 5 & 12th Picnic & Pic event from 6pm-8pm champagne and wine being served, expected guest count 30-40ppl per day**
  - **July 6 & 27th Paint & Sip events from 11am-2pm 1 glass of prosecco included in ticket price more available on purchase, expected guest count 20 per day**
  - **July 17th, Italian dinner in the lavender field prepared by private chef 6pm-10pm, wine included in ticket price during event time, 10-15ppl expect max 20 per event**
  - **July 24th Wellness day, yoga class and charcuterie meal ticket will include prosecco during event time expected 20-25ppl**
- Detailed sketch that shows the physical boundaries of the space, including parking, structures and tents - **attached**
- Estimate on attendance - **Included in details above**
- Washroom/Outhouse rental numbers - **We own a 60 gallon port-a-potty that is serviced and pumped out by Nature's Call**
- You are required to reach out to the Building Department regarding the installation of a tent (cc'd) - **Tent application is being submitted separately. I have everything I need from our tent company. I am just waiting for my updated COI with the 5 million Liability so I can submit it all together.**

Thank you, please let me know if you need anything else or have any other questions.

Lavender Valley Farm

[www.lavendervalleymfarm.ca](http://www.lavendervalleymfarm.ca)

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### Certificate of Insurance

This is to confirm to: Township of Essa (additional insured)

5786 Simcoe County Rd 21  
Utopia, Ontario, L0M 1T0

The insurance afforded under the policies listed below are subject to the terms, conditions and exclusion of the applicable policy. This certificate is issued as a matter of information only and confers no rights on the holder and imposes no liability on the Insurer. This certificate does not amend, extend or alter the coverage afforded by the policies listed below.

That policies of insurance as herein described have been issued to the Insured named below and are in force at this date.

The limits shown below may have been reduced by paid claims and are in Canadian dollars.

<b>Policy Information</b>	<b>Policy Number</b> 4002208757		<b>Effective Date:</b> August 01, 2024 <b>Expiry Date:</b> August 01, 2025	
	<b>Primary Insured Name</b> LISA WHIBLEY AND JASON WHIBLEY O/A LAVENDER VALLEY FARM			
	<b>Address</b> 5505 6TH LINE			
	<b>City</b> COOKSTOWN	<b>Province</b> ON	<b>Postal Code</b> L0L 1L0	
<b>Policy Operations</b>	Operations to which this certificate applies:			
	<b>Description</b>			
	Special events NOC - parades etc. - Recreation			
	Stores (NOC) - Retail			
<b>Liability Information</b>	Cosmetics, perfume, hair/skin preparations - Mfg./Proc.			
	Liability Coverages to which this certificate applies:			
	<b>Commercial General Liability Policy - Occurrence Basis</b>			
	Bodily Injury And Property Damage Liability	Co-insurance	Deductible	Limit
	Each Occurrence Limit			\$5,000,000
	Products-Completed Operations Aggregate Limit			\$5,000,000
	Each Occurrence Deductible - Property Damage		\$1,000	
	Personal And Advertising Injury Liability			\$5,000,000
<b>CGI Included Coverages</b>	Tenants' Legal Liability Limit - Any One Premises			
	Deductible - Each Occurrence		\$1,000	\$2,000,000
	Medical Expense Limit (Any one person)			
				\$25,000
<b>Non-Owned Automobile Liability</b>	Liability Coverages to which this certificate applies:			
	<b>Non-Owned Automobile Liability</b>			
	Legal Liability For Damage To Hired Vehicle Endorsement			
	Contractual Liability Endorsement			
	Non-Owned Automobile Liability			
	Excluding Long Term Leased Vehicle Endorsement			
<b>Representative of the Insurer</b>	<b>Date:</b> April 14, 2025			
	<b>Authorized Representative of the Insurer:</b> Jennifer Densmore			
	<b>Agency Office:</b> SANDRA PHEKOO FINANCIAL SERVICES INC. AO72982			

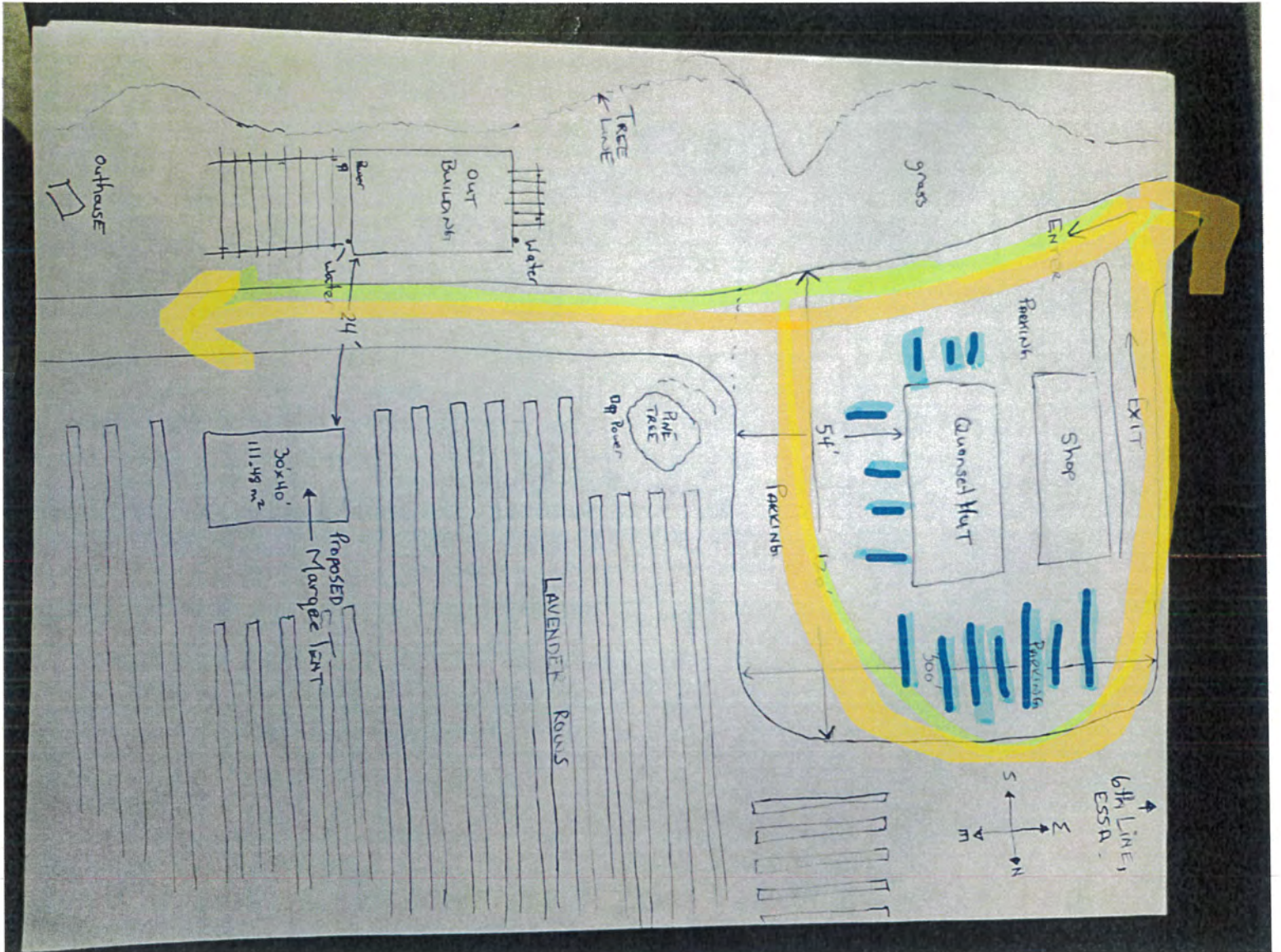
101 Cooper Dr  
Guelph ON N1C 0A4  
PHONE (519) 824-4400  
FAX (519) 826-0925  
[www.cooperators.ca](http://www.cooperators.ca)

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# Attachment #2



Emergency Route  
Parking

Attachment #3

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**Sarah Corbett**

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**From:** Owen Curnew  
**Sent:** March 13, 2025 8:26 AM  
**To:** Sarah Corbett  
**Subject:** Re: Special Occasion Permit + our farm business

Sarah,

We do allow Market Gardens within the Township; however, there is some debate as to what level of intensity the on-site uses can reach.

For example, the sale of cash crops, flowers, etc., is completely fine, but once they start doing events that may increase parking, traffic flow, etc., it becomes more than just a *market garden*.

I would consider the proposal to be what is referred to as an On Farm Diversified Use (OFDUs); which are permissible in the Planning Act but we do lack a policy framework and procedures to ensure they are being planned well.

We are actually including them in the new OP and will be creating a system for registering OFDUs.

All in all, I think we may be willing to support the use as a market garden, but we would need to see the proposed parking, proposed structures (tents etc.), and ensure that there is no impact to the roads.

Hope this helps.

**Owen Curnew**  
Development Planner  
Township of Essa  
5786 County Road 21  
Utopia, ON  
L0M 1T0  
(705) 424-9917 ext.104

---

**From:** Sarah Corbett <scorbett@essatownship.on.ca>  
**Sent:** Wednesday, March 12, 2025 4:14 PM  
**To:** Owen Curnew <ocurnew@essatownship.on.ca>  
**Subject:** FW: Special Occasion Permit + our farm business

Good afternoon Owen,

Before I proceed with answering this email, can you provide me with an opinion from the Planning Department on use?

Thanks as always.

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Attachment # 4

**Sarah Corbett**

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**From:** Gary McNamara  
**Sent:** May 1, 2025 12:27 PM  
**To:** Sarah Corbett; Doug Burgin  
**Cc:** Lori Dedora  
**Subject:** RE: Lavender Valley Farm - 5505 6th Line, Essa

Hi Sarah,

Perfect, we will just need to complete the tent inspection prior to use as indicated in the permit process.

Have a great day!

*Gary*

Gary McNamara  
Deputy Fire Chief  
Alternate CEMC  
Township of Essa Fire Department



Phone 705-424-5828  
Website: [www.essatownship.on.ca](http://www.essatownship.on.ca)

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**From:** Sarah Corbett <scorbett@essatownship.on.ca>  
**Sent:** May 1, 2025 12:15 PM  
**To:** Gary McNamara <gmcnamara@essatownship.on.ca>; Doug Burgin <dburgin@essatownship.on.ca>  
**Cc:** Lori Dedora <ldedora@essatownship.on.ca>  
**Subject:** RE: Lavender Valley Farm - 5505 6th Line, Essa

Hi Gary,

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Please see responses below. Please advise if this satisfies the requirements of the Fire Department.

Is parking intended to be on grass? **No - we have a designated parking area that is gravel**

Are the Farm Buildings going to be used for these events? **NO , only the tent and the lavender fields**

Will there be a clear access route for emergency access should it be required? **Yes, we have indicated in on our drawings that we submitted as well as the parking area.**

**Access route is identified in yellow and parking is in Blue**

Let me know!

Regards,

**Sarah Corbett, Dipl.M.A**

Acting Manager of Legislative Services / Municipal Clerk

Township of Essa

Phone: 705-424-9917 ext. 116

Fax: 705-424-2367

Email: [scorbett@essatownship.on.ca](mailto:scorbett@essatownship.on.ca)

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**From:** Gary McNamara <[gmcnamara@essatownship.on.ca](mailto:gmcnamara@essatownship.on.ca)>

**Sent:** May 1, 2025 11:59 AM

**To:** Sarah Corbett <[scorbett@essatownship.on.ca](mailto:scorbett@essatownship.on.ca)>; Doug Burgin <[dburgin@essatownship.on.ca](mailto:dburgin@essatownship.on.ca)>

**Cc:** Lori Dedora <[ldedora@essatownship.on.ca](mailto:ldedora@essatownship.on.ca)>

**Subject:** RE: Lavender Valley Farm - 5505 6th Line, Essa

Hi Sarah,

We would be required to do an inspection for the tent usage once it is put up and ready to be used, the requirements are listed in the building permit for the tent. We do have a couple questions regarding the property and if the other building we be used during these events, as they may not be zoned or permitted for public access. We would also like to make sure that there is clear access routes provided for emergency services to get into the property in case of an emergency. The last thing would be similar to Murphy's Farm, if they are using grass covered areas for parking someone must be performing a walk around looking for possible fire hazards in the parking area.

Hope this helps if you have any further questions let me know.

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Attachment #5

**TOWNSHIP OF ESSA  
POLICY AND PROCEDURE MANUAL**

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<b>Department:</b>	Clerks/Administration	<b>Date:</b>	November 7, 2012
<b>Subject/Title:</b>	Special Occasion Permit Approvals (for Alcohol Related Events)		
<b>Policy Number:</b>	A07-06	<b>Date Approved:</b>	June 15, 2013
		<b>Resolution No.:</b>	CW117-2013
<b>Supersedes</b>	A07-06 September 2007	<b>Effective:</b>	June 16, 2013

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**1. AUTHORITY**

*Liquor Licence Act, R.S.O 1990, Regulation 389/91*

**2. POLICY STATEMENT AND RATIONALE**

A Special Occasion Permit (SOP) is required any time alcohol is offered for sale or served anywhere other than in a licensed establishment or a private place (for example, a corporate boardroom). SOPs are issued for *occasional special events only*, and not to operate an ongoing business.

The Corporation of the Township of Essa and its Management recognize the importance of public and community events that are provided in a safe environment having regard for Provincial regulations pertaining to the inclusion of liquor related activities. As such this policy has been implemented to streamline the approval process between departments dealing with such approvals.

**3. SCOPE**

Individuals (or groups) wishing to hold an event where liquor will be served must apply for a Special Occasion Permit (SOP) through the Liquor Control Board of Ontario. As part of the approval process for such permit(s), approvals must be granted from the municipality in the form of a letter of non-objection (with approvals from each department and/or specific conditions as indicated by each particular department), and sometimes will require a resolution of Council declaring the event to be a *Municipally Significant Event*. (For events falling within the classification of "municipally significant", a resolution from Council is required.)

**Application**

This policy applies to municipal staff charged with the designation of signing authority for the issuance of approvals for such types of public and/or private events, whereby alcohol is offered for sale or served anywhere other than in a licensed establishment or a private place (by invitation only).

In accordance with Regulation 389/91 of the *Provincial Liquor Licence Act (Special Occasion Permits)*, all public events falling within the classification of "*Municipally Significant Events*", the applicant must give written notification before the event is to take place to the Clerk, a **minimum** of 30 days before the event is to take place (if it is



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expected that fewer than 5,000 people will attend the event); or 60 days before the event is to take place (if it is expected that more than 5,000 people will attend the event).

### Definitions

**Private Event SOP's** are typically issued for events such as weddings, birthdays, funerals, bridal showers, etc. **Private events are for invited guests only** and the event must not be advertised to the public, including by way of flyers, newspaper, internet or radio. The event cannot be open to the general public, and there can be no intention to profit from the sale of alcohol at the event.

**Public Event SOP's** are issued for events that are open to the general public, such as charity fundraisers, outdoor street festivals, community festivals, etc. A Public Event permit holder may advertise the event and can fundraise or profit from the sale of alcohol.

A SOP for a Public Event can be issued to:

- a charity registered under the *Income Tax Act* (Canada); or
- a non-profit organization or association, with its own constitution and by-laws, and organized to promote charitable, educational, religious or community objects.

An individual or business may also apply for a Public Event SOP if organizing or conducting an event of:

- "provincial, national or international significance", as agreed to by the Registrar of Alcohol and Gaming (the Registrar); or
- "**municipal significance**"\*\* for which a **municipal resolution** or letter from the municipal clerk or designated authority which designates the event as one of municipal significance is required.

**\*\* Municipally Significant Events** are defined as public events that are held within the Township of Essa that are made available to the public at large that:

- i. Enhance or promote community assets (ie: parks, trails);
- ii. Encourage, attract and promote community involvement and/or participation at little or no cost;
- iii. Partner with and/or provide a venue for local businesses, organizations and residents to form part of the activities (ie: vendors, facilitate an event activity).

Examples of municipally significant events would be the shutting down of the main street for a "midnight madness" type of event whereby alcohol would be permitted to be carried by patrons of legal age from one area to another.

**Industry Promotional SOP** is intended to promote a manufacturer's product(s). These events may be open to the general public or for invited guests only. They can be either "Sale" or "No Sale" liquor events. There can be no intent to profit from the sale of alcohol at the event. Samples for tasting at the event may be provided to those attending the event, and orders for alcohol may be taken. Samples at these events must be provided by a manufacturer or AGCO licensed representative of a manufacturer or an



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event organizer acting on behalf of either. All orders must be processed through authorized government retail stores.

An Industry Promotional event can also be for the purposes of conducting market research on a product. Market research events must be held by a manufacturer, or by an AGCO licensed representative of a manufacturer, or on behalf of a manufacturer by another party authorized by the manufacturer to represent them. If an event organizer or an AGCO licensed representative is conducting the market research or providing samples on behalf of a manufacturer, the event organizer must make available upon request a letter from the manufacturer authorizing them as their representative to conduct market research.

#### 4. PROCEDURE AND IMPLEMENTATION

- a. The Clerk's Office is the intake agent for all special occasion permit requests. Applicants are required to submit a letter to the municipality indicating the following:
  - Name and contact information of the event organizer, association, organization;
  - Description of the Event (Private, Public, Industry Promotional Event) including target audience, entrance fees and activities;
  - Date and Time of Event (including times when alcohol will be served);
  - Logistics of the Event - Indoor/Outdoor, location, written property owner consent if public event held on private property, security measures for event, number of servers, etc);
  - Purpose of the event and how it benefits the Township of Essa;
  - Number of people attending (or approximation);
  - Proof of insurance in the amount of \$ 2 million naming the Township of Essa as an additional insured.
- b. The **applicant is responsible for submitting a sketch/drawing** that clearly shows buildings, access, fire routes, fencing, parking, location of tent (if applicable), location of washrooms (if outdoors), etc.
- c. The applicant is responsible for paying the appropriate fee(s) associated with the issuance of such permits (ie: Special Occasion Permit Fee, Building Permit Application Fee, Fire Department Inspection Fee, etc.). Please refer to the Township of Essa's Schedule of Fees.
- d. The Clerk's Office is responsible for sending/emailing a copy of the letter/application as well as the proposed site plan to the following departments for their review and/or approval of the event:
  - Council (if declaration of event as "municipally significant" is required)
  - Fire Department
  - Building Department
  - Planning and Development Department
  - By-law Enforcement Department
  - Public Works Department
  - County of Simcoe (if applicable)

- OPP (contact via email)
  - Health Unit
- e. Where necessary, each Department Head shall provide the applicant with a listing of conditions to be met that are necessary for approval of the event. Each department shall provide the same listing to the Clerk (or Clerk's designate) for information.
- f. Upon successful inspections and/or conditions being met, all approvals are to be provided to the Clerk's Department, whereby the Clerk (or designate) shall communicate the approval/decline to the applicant providing the applicant with a letter stating such approval/decline. In the event that the municipality declines the approval, the letter to the applicant will outline reasons for the decline based on the comments provided from the various departments.
- g. Upon receipt of municipal approval from the respective departments, the applicant is to provide a copy of the municipality's approval to the OPP and the Simcoe Muskoka District Health Unit separately. Should the applicant's request be declined by the municipality, the Clerk's Department will forward a copy of the decline to the OPP via email.

## 5. SUMMARY

Effective July 1, 2012, amendments in the form of Ontario Regulation 389/91 make it necessary for this municipality to have a policy in place defining *Events of Municipal Significance*. As such, this policy has been updated to reflect necessary changes. The use of such a policy will help in streamlining the process for approvals/declines of such applications based on the amendments to the *Liquor Licence Act*.