



Georgina Town Council April 10

Georgina Tourism and Wayfinding Strategy

Council received the report regarding the Georgina Tourism and Wayfinding Strategy and endorsed the strategy. It outlines the objectives, types of signage being proposed, and direction for a phased implementation of tourism and wayfinding signage throughout the municipality. Staff will work to retain the services required to prepare updated signage designs and install the proposed signage.

Communications Plan update

Council received the report regarding communications highlights of 2023 and the 2023-26 Communications Plan. Council also approved the Public Notice Policy which addresses how the Town communicates with residents and provides notice required by various pieces of legislation. The updated policy allows for notices previously provided via newspaper to be posted on the Town's website, under the Public Notices webpage. As well, the Town's corporate social media accounts will be used for posting public notice information for additional coverage and higher visibility, as required.

Town of Georgina Bee City Canada designation

Council received the report regarding Georgina Bee City Canada designation and authorized staff to complete the online Bee City Canada application for Georgina to be designated a Bee City. Georgina has a history of exceptional individuals and organizations dedicated to biodiversity, habitat enhancement, monitoring and education as most recently evidenced by the completion of a Butterfly Garden and the implementation of a Community Garden in Pefferlaw. The Bee City Canada designation builds on this and will make Georgina a better place to live for residents and native pollinators alike.

Official Plan and Zoning Bylaw amendment applications – 232 Cameron Cres.

Council received the report regarding the Official Plan and Zoning Bylaw amendment applications submitted by Innovative Planning Solutions on behalf of 2833367 Ontario Ltd., which sought approval to facilitate the construction of a mixed-use, high-density development comprised in part of an apartment building with a height of up to 20 storeys and 380 dwelling units, and a commercial building with a height of two storeys and 808 square metres of gross floor area. Council refused the Official Plan and Zoning Bylaw amendment application.

2024 construction update

Council received the briefing note regarding the upcoming construction season in Georgina. This year, as an enhancement to the previous years' communication program, the Town has

added all construction activities to one [web portal](#), easily accessible from desktop or a mobile device. This portal includes a web map that identifies work locations and a brief description of the work taking place.

Closed session

In regard to Closed Session Item 17.1.a under Sections 239(2) (b) of the Municipal Act being personal matters about an identifiable individual including municipal or local board members, regarding the Volunteer Award of Merit nominees,
That staff be directed to proceed accordingly.

In regard to Closed Session Item 17.1.b under Sections 239(2) (c) of the Municipal Act being a proposed or pending acquisition or disposition of land by the municipality or local board, regarding Jackson's Point,
That Council receive the update from staff and that staff be directed to proceed accordingly.

Additional Council information

Comprehensive minutes of Georgina Town Council meetings, which detail the full list of Council decisions, are available under [Agendas and Minutes](#) on the Town website once they have been ratified by Council.