

Pembroke Regional
Hospital Foundation



Fondation de l'Hôpital
Régional de Pembroke

①

February 6, 2013

Reeve Tammy Stewart
Township of Head, Clara & Maria
15 Township Hall Rd.,
Stonecliffe, Ontario
K0J 2K0

RECEIVED
FEB 11 2013

RE: MRI Awareness Month

Dear Reeve Stewart,

The public phase of the Pembroke Regional Hospital Foundation's MRI: *Image Matters* Campaign is now fully underway. So far, public reception and support have been truly generous. It is our goal to raise the additional funds needed to advance local healthcare with the acquisition, installation, and ultimately the operation of an MRI.

To maintain the momentum of our campaign, we would like to call on the representatives of the communities which the PRH serves. We are planning an MRI Awareness Month during March 2013. We hope that you will consider proclaiming March as MRI Awareness Month.

We plan to spend time in many of the communities across Renfrew County during the month, promoting the campaign answering questions both about the campaign and how MRI technology will help to bring ***Comprehensive Health Care ... Closer to Home.***

MRI technology in Renfrew County will help to decrease testing wait times in Eastern Ontario as well as provide a local test centre requiring less travel time for diagnostics. Perhaps most importantly, MRI at the PRH will increase the services currently available providing better healthcare for county residents.

If you have any questions, please don't hesitate to contact the Foundation office at 613 732 2811 ext. 6223.

Best Regards,

Nancy Warren, Executive Director
Pembroke Regional Hospital Foundation



**Ministry of Community Safety
and Correctional Services**

Emergency Management Ontario
77 Wellesley Street West
Box 222
Toronto ON M7A 1N3

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Toronto ON M7A 1N3

Bureau du sous-ministre adjoint et chef

(416) 314-3723
(416) 314-3758
AskEMO@ontario.ca



February 8, 2013

Ms. Tammy Lea Stewart
Townships of Head, Clara and Maria
15 Township Hall Road
Stonecliffe, ON K0J 2K0



Dear Reeve Stewart:

I am writing to congratulate your municipality for completing the mandatory emergency management program elements required under the Emergency Management and Civil Protection Act (EMCPA) and Ontario Regulation 380/04 for 2012.

Your Council and staff are to be commended on this accomplishment, particularly during a year in which all levels of government have confronted significant challenges. I am comforted that we share the same commitment to public safety. As a direct result of your efforts, the residents of your municipality are better prepared.

I wish you, your colleagues and your municipality the best for 2013.

Sincerely,

Allison J. Stuart
Assistant Deputy Minister and Chief

- c. Community Emergency Management Coordinator
Sector Field Officer
Deputy Chief Jeff Edwards

Melinda Reith - Head, Clara, Maria

From: "Melinda Reith - Head, Clara, Maria" <twpshcm@xplornet.com>
Date: February-12-13 10:40 AM
To: "Melinda Reith - Head, Clara, Maria" <twpshcm@xplornet.com>
Subject: Fw: AMO - Breaking News re: Premier Wynne and new Ontario Cabinet sworn in

From: communicate@amo.on.ca
Sent: Monday, February 11, 2013 4:53 PM
To: treasurer@xplornet.com
Subject: AMO - Breaking News re: Premier Wynne and new Ontario Cabinet sworn in

TO THE IMMEDIATE ATTENTION OF THE CLERK AND COUNCIL

Date: February 11, 2013

Premier Wynne and new Ontario Cabinet sworn in

This afternoon Premier Kathleen Wynne and her Cabinet Ministers were sworn in. The Cabinet is somewhat larger, 27 Ministers of which 20 are new to their portfolios. The Cabinet is listed below and many have a relationship with municipal government. Of particular note are the creation of the Ministry of Rural Affairs and the expansion of the Ministry of Economic Development Trade to also include Employment.

Municipal governments want to pursue policy work that means we can deliver quality services while keeping an eye to costs. AMO looks forward to discussions with Premier Wynne and her Cabinet in pursuing shared goals. Fiscal capacity for municipal governments will be crucial for addressing current pressures and challenges, and evaluating new policies and programs to make certain that Ontario's municipal governments are able to continue delivering the services that our residents rely on every day and hour. AMO's congratulatory notes and highlights of our key policy interests are being sent to specific Ministers tomorrow as they begin getting briefed on their portfolios.

Kathleen Wynne	Premier and Minister of Agriculture
Deborah Matthews	Deputy Premier and Minister of Health and Long-Term Care
Linda Jeffrey	Minister of Municipal Affairs and Housing and Chair of Cabinet
Charles Sousa	Minister of Finance
Jim Bradley	Minister of Environment
Laurel Broten	Minister of Intergovernmental Affairs and Women's Issues
Michael Chan	Minister of Tourism, Culture and Sport
Bob Chiarelli	Minister of Energy
Brad Duguid	Minister of Training, Colleges and Universities
John Gerretsen	Attorney General
Michael Gravelle	Minister of Northern Development and Mines
Eric Hoskins	Minister of Economic Development, Trade and Employment
Jeff Leal	Minister of Rural Affairs
Ted McMeekin	Minister of Community and Social Services
Tracy MacCharles	Minister of Consumer Services
Madeleine Meilleur	Minister of Community Safety and Corrections and Francophone Affairs

John Milloy	Government House Leader
Rezi Moridi	Minister of Research and Innovation
Glen Murray	Minister of Infrastructure and Transportation
Yasir Naqvi	Minister of Labour
David Oraziotti	Minister of Natural Resources
Teresa Piruzza	Minister of Children and Youth Services
Liz Sandals	Minister of Education
Mario Sergio	Minister Responsible for Seniors
Harinder Takhar	Minister of Government Services
David Zimmer	Minister of Aboriginal Affairs

All municipalities: urban and rural; northern and southern; large and small; have challenges in offering services to their residents that create strong local communities and economies which are the building blocks of our province and the foundations of a modern economy. To support these communities, effective tools are needed that support the diverse range of municipal circumstances. These include: the permanent and predictable funding of transit and roads and bridges by all three orders of government; increasing the accountability and transparency of arbitrators in emergency services settlements; job creation that supports all parts of Ontario; as well as shared objectives for human services, clean water, waste diversion and affordable housing among other matters. Fiscal sustainability for both the Province and municipal governments is part of a bigger conversation as we look to the future and how we grow, socially and economically and manage the future opportunities together.

The Throne Speech which will lay out the priorities of Premier Wynne and her government is expected on Tuesday, February 19, 2013. AMO will provide members with an analysis of the Throne Speech content and its implications for municipal government shortly after its release.

Contact: Monika Turner, AMO Director of Policy, "mturner@amo.on.ca" or 416-971-9856 ext. 318.

PLEASE NOTE AMO Breaking News will be broadcast to the member municipality's council, administrator and clerk. Recipients of the AMO broadcasts are free to redistribute the AMO broadcasts to other municipal staff as required. We have decided to not add other staff to these broadcast lists in order to ensure accuracy and efficiency in the management of our various broadcast lists.

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Melinda Reith - Head, Clara, Maria

From: "MFOA Communication" <info@mfoa.on.ca>
Date: February-19-13 4:51 PM
To: <twpshcm@xplornet.com>
Subject: Throne Speech Delivered February 19, 2013



Hello, Ms. Melinda Reith, Your Login/Member ID is: 13157

Throne Speech Delivered February 19, 2013

Today's Throne Speech marks the opening of the second session of the 40th Parliament and the first under Premier Wynne. Typically a Throne Speech sets out a government's broad priorities and does not include details. Details come in a variety of ways, including Budgets, new legislation, policy reviews/reports, etc. This Speech from the Throne is no different in that it offers glimpses into the government's priorities but is short on specifics. Stay tuned!

The following are some of the highlights from the Speech:

- The central objectives of the new government will be fiscal responsibility, economic growth and increased employment.
- The government will restrict overall spending increases to 1% below GDP growth until the province's debt-to-GDP ratio returns to the pre-recession level of 27%.
- A renewed partnership with business, educational institutions, not-for-profits and labour will be at the heart of the government's plans to build a modern, competitive and dynamic economy.
- The government will facilitate the transfer of goods through important hubs like Windsor, across the Detroit River International Crossing, and it will lead trade missions to trade partners abroad.
- The government understands that infrastructure is the underpinning of our economy.
- The government will lead a serious conversation about the needs of their communities, whether those needs are better roads or stronger bridges, repaired underpasses or accelerated, integrated transit planning.
- The government believes that smart infrastructure investment can no longer be put off.
- The new government is confident that the people of Ontario are willing to participate in a

practical discussion of infrastructure costs if they can be guaranteed measurable results.

- And those results will be found in the increase of our collective productivity, the reduction of our daily commute times and the reduced impact on our climate and natural environment.
- Addressing infrastructure issues will require cooperation from all orders of government, and so the government will engage in conversation with its municipal and community partners.
- The government will reach out to its provincial and territorial colleagues to advocate for a national strategy on infrastructure and transit.
- Your government intends to work with municipalities on other issues, too.
 - They must have a voice in their future and a say in their integrated, regional development.
 - So that local populations are involved from the beginning if there is going to be a gas plant, casino, wind plant, or a quarry in their hometown.
 - The government will explore how to improve collaboration along the front lines of community safety, allowing police and prosecutors to build on successful best practices across the justice system.
 - Your new government will work with municipal leaders in every region of this province.
- The government will continue to implement the recommendations of the Auto Insurance Anti-Fraud Task Force, protecting individuals against fraud and working to reduce insurance rates across Ontario.
- And it will look to strengthen the rights of Ontario's consumers when it comes to door-to-door sales, debt settlement services, real estate transactions, and mobile and smartphone contracts.
- Your government is committed to health promotion to combat smoking and obesity, and it believes strongly in patient-centric care and evidence-based health policy.
 - The government will expand access to home care in Ontario.
 - The government will continue to expand the support available to people in their homes, and to address the needs of people waiting for the home care services they require.
 - The government will also continue to expand access to mental health services and support efforts to reduce stigma for men and women coping with mental illness.

Additional Information:

- [Full Speech](#)
- [Press Release](#)

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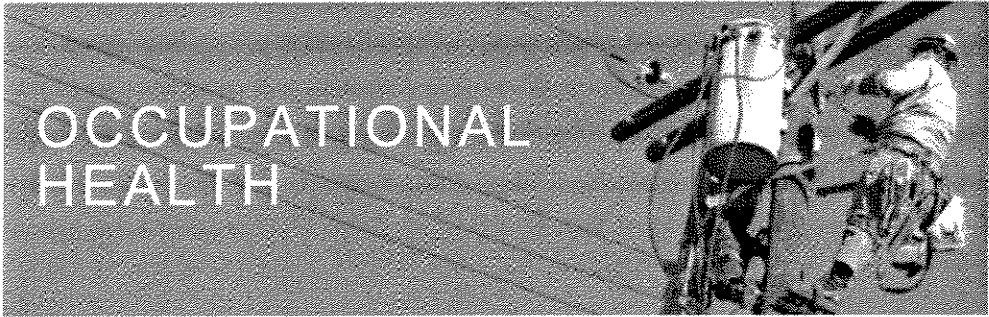
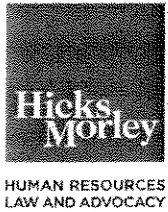
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Do not reply to this email. This email address is not monitored. Please use one of the email addresses listed under contact us.



FEBRUARY 8, 2013

COURT OF APPEAL FOR ONTARIO CLARIFIES OBLIGATION TO REPORT INJURIES TO NON-WORKERS

BY: ROBERT W. LITTLE AND SCOTT G. THOMPSON

The recent *Blue Mountain Resorts* decision of the Court of Appeal for Ontario has clarified the circumstances in which employers are required to report a critical injury or fatality suffered by a non-worker under the *Occupational Health and Safety Act* ("OHSA"). This *FTR Now* reviews the decision and its implications for employers.

BACKGROUND

On December 7, 2007, a guest of Blue Mountain Resorts drowned in a swimming pool at the resort. Blue Mountain did not report the drowning to the Ministry of Labour because the incident did not involve a worker.

The Minister ordered Blue Mountain to report the fatality pursuant to subsection 51(1) of the OHSA. This section provides that if a person is killed or critically injured from any cause at a workplace, an employer must report the occurrence to the Ministry of Labour.

Blue Mountain appealed the order to the Ontario Labour Relations Board, which upheld the order. A judicial review application of the Board's decision was dismissed by the Divisional Court. Blue Mountain then appealed to the Court of Appeal for Ontario.

The Court of Appeal held that the Board's decision was unreasonable and would lead to absurd results. It determined that the reporting requirements of subsection 51(1) are engaged where:

- (a) A worker or non-worker ("any person") is killed or critically injured;
- (b) The death or critical injury occurs at a place where (i) a worker is carrying out his or her employment duties at the

time the incident occurs, or, (ii) a place where a worker might reasonably be expected to be carrying out such duties in the ordinary course of his or her work ("workplace"); and

- (c) There is some reasonable nexus between the hazard giving rise to the death or critical injury and a realistic risk to worker safety at the workplace ("from any cause").

The Court concluded that the guest drowning in the Blue Mountain Resort swimming pool did not meet this criteria as there was no evidence that it was caused by any hazard that would affect the safety of a worker, whether present or passing through. As the Court stated "Sometimes a swimming pool is just a swimming pool."

IMPLICATIONS FOR EMPLOYERS

The decision provides greater clarity to employers about when a fatality or a critical injury is reportable to the Ministry of Labour.

As we suggested in our May 30, 2011 *FTR Now*, employers must undertake a consideration of the hazards which caused the fatality or critical injury and determine whether there is a reasonable nexus with worker safety.

For example, the death of a patient in a nursing home who drowns in a bathtub is not reportable. However, the death of a patient in a nursing home as a result of a slip and fall on a wet floor will be reportable since workers would be exposed to the same hazard.

For more information about this decision or your Health and Safety obligations, please contact Robert W. Little at 416.864.7332, Scott G. Thompson at 416.864.7283 or your regular Hicks Morley lawyer.

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Melinda Reith - Head, Clara, Maria

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Date: February-13-13 9:39 AM
To: "Melinda Reith - Head, Clara, Maria" <twpshcm@xplornet.com>
Subject: Fw: AMO Breaking News - Social Assistance Transformation in Ontario
From: C@amo.on.ca
Sent: Tuesday, February 05, 2013 6:02 PM
To: treasurer@xplornet.com
Subject: AMO Breaking News - Social Assistance Transformation in Ontario

TO THE IMMEDIATE ATTENTION OF THE CLERK AND COUNCIL**Date:** February 5, 2013**Social Assistance Transformation in Ontario – Next Steps**

Premier-Designate Kathleen Wynne has indicated her intention to move forward to implement the recommendations contained within the Report of the Commission for the Review of Social Assistance in Ontario.

AMO's President, Russ Powers, has corresponded with the Honourable John Milloy, the Minister of Community and Social Services, in regard to the shared provincial-municipal interest in transforming social assistance in Ontario. The President articulated AMO's desire to work with the government in order to improve outcomes for low-income Ontarians and persons with disabilities in our communities. There is much at stake, given the crucial role that income and employment support programs play to promote community health, reduce poverty and to enhance economic competitiveness.

Transforming social assistance promises many benefits. At the same time, it is also fraught with potential risks for municipalities. The recommendations to devolve provincial responsibility for the disability program to municipalities, along with a greater role in the delivery of employment supports, are significant. The recommendations require careful examination and consideration. We are open to new possibilities, but it needs to be under the right conditions with clear benefits for all, including municipal governments.

AMO believes social assistance transformation must adhere to the principles and commitments of the Provincial-Municipal Fiscal and Service Delivery Review (PMFSDR) agreement of 2008. It is vital to ensure that there are no new costs to municipalities or transference of financial exposure as a result. Also, the dialogue on transforming social assistance in Ontario must include efforts to further integrate the delivery of income support and employment services with other human and social service delivery.

Ontarians can only benefit from well planned changes that are adequately resourced and allow for sufficient local flexibility to enable local innovation and efficiency in the delivery of social assistance and employment services.

AMO believes that a strong, collaborative provincial-municipal partnership is needed to achieve the desired outcomes. Our common interest is to: design, plan and see the delivery of an efficient and effective service; simplify and consolidate arrangements where appropriate; and focus strongly on results. At the same time, recognizing this is done in a common operating context of fiscal and capacity pressures, so getting it right is paramount.

AMO is working closely with the Ontario Municipal Social Services Association (OMSSA) and alongside the City of Toronto to assess the recommendations and potential impacts to the current municipal service system manager structure as well as municipalities. Careful consideration of the recommendations of the Social Assistance Review Commission, the Drummond report, as well as other ideas from AMO, municipalities, District Social Service Administration Boards (DSSAB's) and the Ontario Municipal Social Services Association (OMSSA) are essential as we move forward to consider the transformation of social assistance in Ontario.

To view a copy of AMO's Breaking News (October 24, 2012) concerning the release of the report of the Social Assistance Review Commission, visit AMO's website at: http://www.amo.on.ca/wcm/AMO/AMO_AMOAdvocacy.aspx?page=2&issue=social%20services

To view a copy of AMO's Breaking News (January 18th, 2013) concerning the release of the "Welfare to Work" white paper by the Ontario PC Caucus, visit AMO's website at: http://www.amo.on.ca/WCM/AMO/AMO_Content/PolicyUpdates/2013/OntarioPCCaucusReleaseWelfaretoWorkWhitePaper.aspx

To learn more about the Provincial-Municipal Fiscal Delivery Review (PMFSDR), visit AMO's website at: http://www.amo.on.ca/wcm/AMO/AMO_AMOAdvocacy.aspx?tag=pmfsdr

AMO is a non-profit organization representing almost all of Ontario's 444 municipal governments. AMO supports strong and effective municipal government in Ontario and promotes the value of municipal government as a vital and essential component of

Ontario and Canada's political system.

Contact: Michael Jacek, Senior Advisor, mjacek@amo.on.ca - 416.971.9856 ext. 329.

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**Melinda Reith - Head, Clara, Maria**

From: "Noella Lebreton" <treasurer@xplornet.com>
Date: February-14-13 12:04 PM
To: "HCM" <twpshcm@xplornet.com>
Attach: 130214 Attachments for Breaking News re - Interest Arbitration - AMO Media Kit February 2013.pdf
Subject: Fw: AMO Breaking News - Accountable and Transparent Interest Arbitration System
TO THE IMMEDIATE ATTENTION OF THE CLERK AND COUNCIL

Date: **February 14, 2013**

AMO Calls For a More Efficient, Accountable and Transparent Interest Arbitration System

Today AMO launched the next phase of the Ontario municipal sector's call for improvements to the Province's interest arbitration system. As the Ontario Legislature is about to reconvene, we are asking all three parties to work with us to make improvements to the legislation.

AMO's Board has been working on finding measures that make sense – that are practical and workable but require political will. An Interest Arbitration Checklist sets out the measures that would make the system more efficient, accountable and transparent. Accountability and transparency do not really exist today. Local community economic and fiscal conditions seem to carry no weight. Interest arbitrators who decide wages for essential service workers – one of the largest components of a municipal government's operational costs need to be guided by fiscal health criteria and be able to explain their decisions. We are not asking for massive change but rather a system that is more than simply replicating pay raises and benefit packages from community to community and sector to sector.

At a Queen's Park news conference this morning, Russ Powers, AMO President, was joined by Mississauga Mayor Hazel McCallion, Chair of the Large Urban's Mayor Caucus (LUMCO) and the Chair of the Niagara Region, Gary Burroughs, who was representing the Mayors and Regional Chairs of Ontario (MARCO). The value municipal governments place on emergency services is not diminished by the need for a more efficient, accountable and transparent interest arbitration system. The professional training and responsibilities of emergency services personnel are recognized within a municipal government's overall pay structure, relative to other municipal employees. It is only right for their pay raises to reflect the economic realities of the community and to be comparable with others who work for the same community. These changes do not guarantee any specific outcome. They do ensure free, reasonable negotiations and a clear understanding of the arbitrator's rationale for an award.

Late last year, we asked our members to join us in messaging about the need for change. We saw several legislative proposals tabled in 2012 to make changes to the interest arbitration system – so at the very least, there is an acknowledgement by both the Government and opposition that the system needs improvements.

We are looking to work with all parties to make sure that changes to the interest arbitration improve the process without directing any particular outcomes, but also deliver timely decisions that are reasoned and understandable.

AMO, on behalf of the municipal sector, is looking to roll up our sleeves together with all the parties in

the Ontario Legislature, to make sure that we make meaningful changes to the arbitration system by improving its efficiency, accountability and transparency.

What can you do locally? Continue the messaging. Use the Checklist and other supporting materials to discuss this with local opinion leaders. Get their interest and support and let us know about it – and let MPPs know too. Your continued support on this significant issue is required and valued.

Here is what we have produced so far:

News Release

Interest Arbitration Checklist

3 Backgrounders (Overview, Municipal Experiences, Fiscal Impact)

ESSC overview of Interest Arbitration Legislation (Bill 55, Bill 121, Proposed Respecting Collective Bargaining Act, AMO/ESSC's proposed legislation).

[Link to news release and backgrounders on AMO website](#)

Contact: Pat Vanini, AMO Executive Director, pvanini@amo.on.ca 416-971-9856 ext. 316

Monika Turner, AMO Director of Policy, mturner@amo.on.ca 416-971-9856 ext. 318

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Ontario
Provincial
Police

Police
provinciale
de l'Ontario



(8)

ONTARIO PROVINCIAL POLICE

Renfrew Detachment

127 Raglan St. South,

Renfrew, Ontario

K7V 4M3

Tel (613) 432-3211

File:

February 7, 2013

Memorandum To

All Municipalities of Renfrew County

Public safety is the core focus of the Ontario Provincial Police. One of our strategies used to meet our public safety mandate is to save lives and reduce crime on our highways. Traffic safety can be achieved through three means, enforcement, education and engineering.

For the six week period beginning February 1, 2013, Ontario Provincial Police detachments across Renfrew County will be focusing on education through our Safe Winter Driving Campaign. The goal of the Safe Winter Driving Campaign is to promote safe and responsible winter driving practices and to increase public awareness regarding the Ministry of Transportation's winter maintenance operations.

Through the use of public education products and various tactics, drivers will be reminded of important safe driving practices that will help to reduce their risk of collision and injury during winter travel. These products and tactics will also serve to educate drivers and the public on the Ministry of Transportation's winter maintenance operations.

One of the education products being used is a small informational notepad. We are seeking your assistance in reaching out to the residents of Renfrew County with the distribution of a small quantity of these notepads at your front counter.

Your cooperation with this project is greatly appreciated and is another example of how we can work together to improve public safety within our communities.

Should you have any questions, please feel free to contact your local OPP detachment commander or Community Service Officer and we will endeavour to address your concerns.

Sincerely,

A handwritten signature in black ink, appearing to read "C. Slight". The signature is written in a cursive style with a large initial "C" and "S".

Colin Slight
Detachment Commander,
Renfrew Detachment

Ottawa Valley mayors return Diamond Jubilee medals

<http://news.ca.msn.com/local/ottawa/ottawa-valley-mayors-return-diamond-jubilee-medals>

Two Ottawa Valley mayors have sent back their Queen's Diamond Jubilee medals, disagreeing with the way they were awarded.

Raye-Anne Briscoe of Admaston/Bromley and Peter Emon of Greater Madawaska Township said they felt they were given medals simply for being a mayor, diminishing the accomplishments of other winners in their communities.

The Diamond Jubilee Medal was awarded to about 60,000 Canadians over the past year as a celebration of the 60th anniversary of Queen Elizabeth II's ascension to the throne. The award was meant to recognize the achievements of Canadians and their dedication to service.

The Federation of Canadian Municipalities (FCM) said it nominated about 1,500 mayors across Canada as a way to recognize their communities as a whole, but both Briscoe and Emon said the notifications made it seem like it was for them in particular.

"Somebody had all these medals left over and they said 'OK, here's a way to get rid of the rest of them, let's just (give) them out to the mayors across the country to get rid of a problem,'" said Briscoe.

"I will be a part of 15 ceremonies honouring members of the community by the end of this month and in each one I've been very impressed by the accomplishments," Emon told host Robyn Bresnahan on Ottawa Morning.

"I just didn't feel it was right for me to receive a medal because I was on a list somewhere and I was a mayor, to me it lessened the impact of what I had been witnessing."

FCM says message could have been clearer

Gabriel Miller heads the Diamond Jubilee medal program at the FCM and said they decided to celebrate communities as a whole.

He said he agrees the message could have been clearer.

"You can't nominate an entire community, so that's why we decided to nominate mayors and heads of council," he said.

"I think if there's anything we can learn as an organization from this experience is just how important it is not just to nominate people for these medals, but communicate very clearly with them exactly why you've nominated them."

Briscoe said that Miller called her and told her if they were to do it over again, the e-mail would have focused on the community and not her work.

Miller said if the mayors would rather their medals went to deserving community members, they would support the decision.

10

Melinda Reith - Head, Clara, Maria

From: "David Goldstein, Tourism Industry Association of Canada" <david.goldstein@tiac.travel>
Date: February-12-13 1:41 PM
To: <twpshcm@xplornet.com>
Subject: Press Release: Tourism Policy Named One of Top Ten Competitiveness Barriers Inhibiting the Canadian Economy

Having trouble viewing this message? [Click here](#)



Tourism Industry Association of Canada
 600-116 Lisgar Street, Ottawa, Ontario, K2P 0C2

For immediate release

Tourism Policy Named One of the Top Ten Competitiveness Barriers Inhibiting the Canadian Economy

OTTAWA, February 12, 2013 - In highly-anticipated presentation before the Economic Club of Canada, Canadian Chamber of Commerce President and CEO Perrin Beatty today named uncompetitive travel and tourism policies as one of Canada's top ten barriers to competitiveness for 2013. The announcement affirms that public policy challenges are not only inhibiting growth within the travel and tourism sector itself, but squandering one of the great Canadian economic opportunities, according to the Tourism Industry Association of Canada (TIAC).

"There is an unparalleled opportunity to drive export activity and create jobs by increasing international travel to Canada, but this won't occur without public policy fixes," said David Goldstein, President and CEO of the Tourism Industry Association of Canada. "Attracting lucrative international visitors requires competitive investment in international marketing and aviation policy freed from excessive taxes, fees and levies."

With unprecedented growth in international tourism demand, Canada's travel industry could make a more meaningful contribution to the Canadian economy if not for structural challenges particularly in the areas of tourism marketing and access to Canada. The Canadian Tourism Commission's budget is being cut by nearly 20% at a time when all of Canada's major competitors are bolstering their investments in tourism marketing.

Canada's economic growth is also being unnecessarily hindered by an inhibitive taxation structure. This "triple dip" includes more than \$850M in aviation taxes, fees and levies, \$90M in GST on those aviation taxes, and \$460M in GST on foreign visitor spending. Canada is the only G8 country with a value-added tax that does not offer a whole or partial rebate for individual foreign visitors.

"Through a combination of high transportation costs and steadily reduced marketing efforts, Canada has slipped from seventh place among the world's tourism destinations to 18th place in just a decade," said Beatty. "A huge industry, critical in every region, is struggling with its competitiveness and needs public policies that are forward-looking and supportive."

For more information, please contact:

David Lauer

Director, Communications
Tourism Industry Association of Canada
dlauer@tiac.travel
(t) 613-238-9400

About the Tourism Industry Association of Canada

The Tourism Industry Association of Canada is the only national organization representing the full cross-section of Canada's \$78.8 billion tourism industry. TIAC's members include air and passenger rail services, airport authorities, local and provincial destination authorities, hotels, attractions and tour operators.

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Tourism Industry Association of Canada | 116 Lisgar Street | Suite 600 | Ottawa | Ontario | K2G 0P2 | Canada

11



Melinda Reith
United Townships of Head, Clara & Maria
VIA EMAIL: twpshcm@xplornet.com

Re: Travel Our Backyard Local Tourism Guide - Advertising Request

Hi Melinda,

Please find attached some information on a new local travel initiative called Travel Our Backyard. This is a combination of 30,000 printed guides, and an online guide to encourage local people to travel locally. It works for non-local visitors as well in promoting things for them to do in the region. We are hoping that the municipality would consider advertising in this guide.

For municipalities, we have prepared a bit of a package for participating in the guide. When you purchase an advertisement, you will also receive the opportunity to have an event posted in our events section (fair, festival, etc.), and we will list some suggestions for our readers in our "free things to do" section. This might include beaches, boat launches, tennis courts, agricultural driving tours, parks to visit, etc. The events, free things to do and your ad will be placed throughout the publication.

Of course, you can always have any message you like in your municipal advertisement. The design of your ad is included in the price. You are also welcome to submit your own design if you prefer. All ads are full colour, and the online versions are linked to your website.

According to recent statistics from the Ministry of Tourism, there are 300,000 local people who travel throughout Renfrew County each year. This is our opportunity to market to them and encourage them to continue to support the local businesses, activities and municipalities in their own backyard.

Please also note that we will be producing a Fall/Winter guide as well to help promote the winter activities available. We are offering a discount for anyone who chooses to participate in both editions.

If you have any questions, please feel free to contact us. The deadline to confirm participation in the Spring/Summer edition is March 10, 2013. Feel free to do so by email: admin@ovbusiness.com or phone: 613-732-7774.

We look forward to having you in Travel Our Backyard.

Jennifer Layman, President
Ottawa Valley Business Group



Travel our *Backyard*

Marketing Tourism in our own Region

Created by:
Ottawa Valley Business Group
Forward Thinking Marketing Agency

An Introduction

Did you know that almost 50% of the people who visit Renfrew County each year do so to visit friends and family? Did you also know that almost 300,000 people who tour our region annually are actually from Renfrew County? Based on this key information, we are launching a print and online tourism guide called "Travel Our Backyard" to promote tourism to local people and the people who visit them.

Why does marketing to local people work?

- 615,463 visitors to Renfrew County come here to visit friends and family. By reaching our families, we reach more than half of the tourists.
- 297,603 tourists in Renfrew County are actually from Renfrew County.
- Our guide also doubles as a resource for the pleasure travelers and business travelers.
- Our online guide will be accessible to everyone; they can access us prior to visiting the region and while they are here, making information easy to share.
- Tourism businesses have the opportunity to promote to local people and build on slower times, leaving peak times to non-local travelers.

Our Plan

Ottawa Valley Business Group is publishing 30,000 copies of a printed magazine to be distributed locally. We are also publishing the magazine online, in whole and separated by sections (golf, restaurants, etc.) This allows different sections to be promoted individually to key audiences as well. For example, accommodations providers may wish to have the restaurant guide available on their own website.

We are publishing a Spring/Summer guide and a Fall/Winter guide. These are two separate guides that will help promote the various events that are available in this region throughout all the seasons.

Our Content

Travel Our Backyard includes trip suggestions, listings for restaurants and golf courses, heritage and history opportunities, music venues, shopping, an accommodations guide, kids' camps and more. We have a variety of advertising opportunities for tourism businesses, and those businesses that support the tourism industry.

In preparing this guide, we have researched some of the best ideas being used in tourism throughout North America and matched them with what tourists do when they visit our region. Some sample sections are included at the end of this package so you can get an idea how our sections will be presented.

Our goal is a 68-page printed guide. The guide will be accessible online at www.travelourbackyard.com, and some sections (restaurant guide) will also be separated for easier reference.

Advertising Opportunities

The Travel Our Backyard Spring/Summer 2013 Edition will publish in April. All online versions will include live links to your website. Here are advertising sections we have available.

15 THINGS YOU SHOULD DO THIS YEAR \$225 plus HST

A half page editorial feature with three photos, the business logo, a catchy headline and full contact information, displayed as a magazine-style feature. There is one feature per page. Each feature will be separately published online at www.travelourbackyard.com for easy downloading.

10 GREAT KIDS ACTIVITIES \$225 plus HST

Same style as above, but with a focus on kids activities. Each feature will be separately published online at www.travelourbackyard.com for easy downloading.

EAT YOUR HEART OUT \$95 plus HST

Calling all restaurants! Here is a restaurant guide for the Valley. Over \$19 million is spent by tourists in local restaurants. This guide is complete with address, location, hours and contact information.

GREAT GIFT SHOPS \$95 plus HST

Similar to Eat Your Heart Out, this gift shop guide will be a sure keeper for our readers. List your gift shop, hours of operation, key brands and full contact information. Tourism generates more than \$10 million for retail from visitors annually.

TUNE INTO THE OTTAWA VALLEY \$145 plus HST

When it comes to music, there is much to choose from here and we're putting it all together in one easy location. Promote your live bands, live music, special guests, festivals, symphonies and more. A great suggestion for a night out with guests or family.

HERITAGE & HISTORY \$145 plus HST

Like the above section, Heritage & History is a dedicated part of the publication to provide your audience with exactly what they're looking for. This will also be a separated guide online.

THE BIG EVENT \$50 plus HST

List your event, date, location and website or phone number in this easy reference guide.

GOLF COURSE GUIDE \$75 plus HST

List your golf course, driving range or mini-putt in this guide for 18,000 golfers that comprise the tourism market each year. Complete with your contact information and 30-35 words to describe what you offer.

CAMPING, COTTAGING & ACCOMMODATIONS**\$75 plus HST**

Did you know that our region attracts more than 475,000 overnight stays in commercial accommodation? This is for local and non-local tourists. You can boost your revenue by promoting your property in this part of our guide. This section will be set up like the Golf Guide.

KIDS CAMPS**\$75 plus HST**

A listing of camps that your kids can enjoy this summer. This section will be set up like the Golf Guide. Make it easy for parents and grandparents to choose summer opportunities for kids.

FARMERS MARKETS GUIDE**\$75 plus HST**

As the Farmers' Markets list grows in the Valley, we have a dedicated page sure to remind locals. Set up like the Golf, Camping and Kids Camps Guides, list your contact information, hours of operation and location along with some vendor ideas.

Display Advertising

Ad Size	Cost	Details
Back Cover	\$1575	Ad design is included with display ads.
Inside Front Cover	\$1275	
Inside Back Cover	\$1275	Actual publication format is close to 8.5" x 11".
Full Page	\$895	
Half Page	\$525	If you purchase more than one advertising feature, a 10% discount applies on consecutive ads. The discount applies to the lower cost choices
Quarter Page	\$265	
Eighth Page	\$135	

Sample Layouts

We have included some sample layouts of what the promotions will look like. Colours and such may change, but we wanted to give you an idea of what will be in the publication.

Payments & Contacts

Payments are due by March 31, 2013 in order to reserve your space in the Spring/Summer Edition. We accept cash, cheque, Visa or Mastercard. Make cheques payable to: Ottawa Valley Business Group. To reserve a space or to inquire about opportunities, please contact us via the following:

Sandra Ventress, Business Development Coordinator
Jennifer Layman, President

Phone: 613-732-7774 | admin@ovbusiness.com | www.ovbusiness.com | www.travelourbackyard.com

This is the sample layout for: 15 Things to Do and 10 Great Kids Activities

THINGS TO DO THIS YEAR PAGE 3



Celebrating 45 Years.





176 Len Hopkins Drive, Petawawa | Phone: 613-687-5300 | flycya.ca | info@flycya.ca

The Pembroke & Area Airport is celebrating its 45th anniversary this year with events for the whole family. Join us on June 17-18 for a family fly day. There are free flights for kids, and a special flight on a Tiger Moth aircraft for adults as a paid experience. Various aircraft will be on display, and a BBQ will be cooking up great eats for the day as well.

Come tour some the facility, meet some people involved in the aviation industry and see what flying is all about.

Tiger Moth Experience
For just \$75 per person, you can enjoy a 20-minute flight in one of the most historic aircraft of Canadian aviation. The pilots are part of Vintage Wings of Canada. This experience is limited so please register early.

COPA Kids Flights
Our local pilots set a record with the Canadian Owners and Pilots Association for the number of flights during Expo 150. They're back and ready to take kids on a free flight to experience the thrill of aviation. This flight comes complete with a ground school. Pre-registration is required. See our website for details.

The Airport will also have hats and t-shirts on sale for those interested in some aviation gear! Special orders are available for golf shirts, vests and jackets as well. Our clothing line is delivered by a local company.


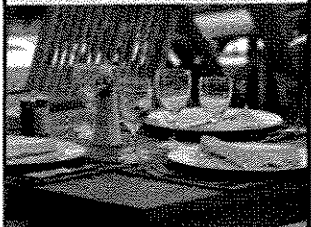
We look forward to seeing you this summer at the Airport. Please check our website for updates and information.

This is the sample layout for: Tune In to the Valley, Heritage & History Guides

TUNE INTO THE VALLEY PAGE 3

Tune Into The Ottawa Valley!

MUSIC VENUES THROUGHOUT THE REGION

Friday, Saturday & Holiday music live bands. Country, rock, soft rock and jazz. Acoustical Tuesdays. No cover charge. Come in for dinner, drinks or both. Check our website for upcoming performances. Great local talent here in the Valley


10001 Restaurant Street, Petawawa
Phone: 613-000-0000
sienna.com | info@sienna.com

Native Pottery Collections
Aviation Exhibit
Timber Town: Our Beginnings
100 Years Ago: Our Heritage
More than \$2 million in collections.

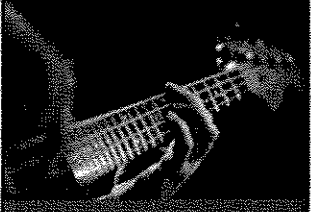
Weekdays: 10am-4pm
Saturdays: 9am-5pm
Sundays: 10am-5pm

Ask About Our Local Museum Passes!

25 Adults
\$3 Students
Kids Free.



10001 Restaurant Street, Petawawa
Phone: 613-000-0000
sienna.com | info@sienna.com



FESTIVAL
Sienna

JULY 10-12, 2013
Tickets: \$25

The annual music festival with great tunes, food and things to do.

This is the sample layout for:
 Golf, Accommodations, Kids Camps & Farmers' Markets

Golf Guide: Spend Some Time On The Links

This Name Golf Club

72 Golf Course Road, GolfTown
 613-732-7774 | thisgolfclub.com
 18 holes. Driving Range. Full pro shop. Beverage cart on course. Riding carts available. Junior rates. \$30-\$45. \$60 includes 18 holes and cart. Mondays \$20 for 18 holes. Lucky Local rates on Tuesdays.

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This is the sample layout for:
Eat Your Heart Out and The Shopping Guide

EAT YOUR HEART OUT PAGE 3

Eat Your Heart Out!

CHECK OUT THESE AMAZING EATERIES!

		MEALS	LICENSED	PATIO
Eganville	Frisco's Steak and Seafood (76 Bonnechere Street) Phone: 613-628-5344 friscossteakandseafood.com Sun 11am-9pm Mon-Wed 11am-9pm Thu 11am-10pm Fri 11am-11pm Sat 4pm-11pm	LD	Y	Y
Eganville	Frisco's Steak and Seafood (76 Bonnechere Street, Eganville, ON) Phone: 613-628-5344 Tue 11am-9pm Wed 11am-9pm Thu 11am-9pm Fri 11am-10pm Sat 4pm-11pm.	LD	Y	Y
Eganville	Frisco's Steak and Seafood (76 Bonnechere Street, Eganville, ON) Phone: 613-628-5344 Tue 11am-9pm Wed 11am-9pm Thu 11am-9pm Fri 11am-10pm Sat 4pm-11pm	LD	Y	Y

GREAT GIFT SHOPS PAGE 3

The Great Gift Shop Guide

WHEN IT COMES TO SHOPPING, YOU'LL WANT TO VISIT THESE PLACES.

Beachburg	The Hen House (1626 Beachburg Road) Phone: 613-582-3211 thehenhouse.com Open daily 10am-5pm Clothing, home decor, jewellery, featured in Wedding Bells magazine, you'll want to stop here for sure. Credit cards, debit and cash accepted.
Beachburg	The Hen House (1626 Beachburg Road) Phone: 613-582-3211 thehenhouse.com Open daily 10am-5pm Clothing, home decor, jewellery, featured in Wedding Bells magazine, you'll want to stop here for sure. Credit cards, debit and cash accepted.
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More Stuff in Travel Our Backyard

In addition to the features noted here, the publication will also include some things like boat launch information, beaches and parks that are available in our municipalities. We will also have interviews with different people in the area to add more interesting editorial content.

Winter/Fall Edition

Our Winter/Fall edition will have some similar features, as well as some season-specific features. If you choose to advertise in both editions, you will receive 15% off your advertising for the Winter/Fall publication.