



GOVERNMENT SERVICES COMMITTEE

MONDAY, AUGUST 16, 2010
6:00 P.M.

COUNCIL CHAMBERS, CITY HALL
410 ESPLANADE

Mandate – To advise Council on a broad spectrum of issues related to departmental matters

COUNCILLOR D. PATERSON, CHAIR

Page

1. CALL TO ORDER

2. AGENDA APPROVAL

3. MINUTES

3.1. July 19, 2010

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4. DELEGATIONS

4.1. S/Sergeant Roger Plamondon, Ladysmith Detachment, Royal Canadian Mounted Police

- Quarterly Progress Report, April – June 2010
- Quarterly Activity Report, April – June, 2010 (reviewed previously)

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5. REPORTS

5.1. Trolley Advertising Program

14 - 17

5.2. Fire Chief's Report – July, 2010

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5.3. Building Inspector's Report – July 2010

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5.4. Trolley Report – June 2010

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5.5. Coastal Animal Control Services – July 2010 Pound Report

21 - 22

6. MEMBER SUBMISSIONS

6.1. Councillor Evans – Canada Census Long Form

7. CORRESPONDENCE

- 7.1. Peter and Cathy Barter, Top Drawer Ladies Consignment Boutique
Sandwich Boards

23

Staff Recommendation

That the Committee consider if it wishes to recommend that Council refer this matter to staff for further evaluation.

8. NEW BUSINESS

9. UNFINISHED BUSINESS

ADJOURNMENT



LADYSMITH

TOWN OF LADYSMITH
MINUTES OF A REGULAR SESSION OF
THE GOVERNMENT SERVICES COMMITTEE
MONDAY, JULY 19, 2010 – 5:30 P.M.

PRESENT:

Councillor Steve Arnett (Acting Chair)
Councillor Jillian Dashwood

Mayor Rob Hutchins
Councillor Lori Evans

Councillor Scott Bastian
Councillor Bruce Whittington

ABSENT:

Councillor Duck Paterson

STAFF PRESENT:

Ruth Malli
Joanna Winter

Pat Durban

Sandy Bowden

CALL TO ORDER

Councillor Arnett called the meeting to order at 5:32 p.m.

AGENDA APPROVAL

Mayor Hutchins requested the Committee's consideration of the following changes to the agenda:

- To remove "Cowichan Communities Health Network Presentation" from the agenda
- To add a new item under New Business: Attendance at Union of British Columbia Municipalities 2010 Convention

2010-049

It was moved, seconded and carried that the agenda be adopted as amended.

MINUTES

2010-050

It was moved, seconded and carried that the Government Services Committee minutes of June 21, 2010 be adopted as circulated.

DELEGATIONS

Cowichan Affordable Housing Directorate – Geri Sera, Miranda Rogers, Scott Heggie

Representatives of the Affordable Housing Directorate of Social Planning Cowichan presented Council with draft recommendations for an affordable housing policy in the Cowichan region.

Ms. Sera stated that the top three things the Town of Ladysmith can do to ensure adequate affordable housing in Ladysmith are:

- Create a local Affordable Housing Directorate
- Inventory land available for an affordable housing land bank
- Contribute to a regional housing trust fund (consider setting aside a portion of Development Cost Charges and other fees for such a fund.)

Council thanked the representatives from the Cowichan Affordable Housing Directorate for their informative presentation.

Mayor Hutchins left the meeting.

CITY MANAGER'S REPORT

2010-051

It was moved, seconded and carried that the City Manager's report for April to June, 2010 be accepted.

REPORTS

Director of Corporate Services, April - June, 2010

2010-052

It was moved, seconded and carried that the report from the Director of Corporate Services for the period April to June 2010 be accepted

Councillor Dashwood requested that affordable housing be added to the agenda of the August 16 Government Services meeting.

Director of Development Services, April - June, 2010

2010-053

It was moved, seconded and carried that the Report from the Director of Development Services for the period April to June 2010 be accepted.

Fire Chief's Report - June, 2010

2010-054

It was moved, seconded and carried that the Fire Chief's Report for June 2010 be accepted.

Building Inspector's Report - June 2010

2010-055

It was moved, seconded and carried that the Building Inspector's Report for June 2010 be accepted.

Trolley Report - June 2010

2010-056

It was moved, seconded and carried that it be recommended to Council that staff be directed to review trolley ridership and determine if any adjustments to routes and schedules are

required based on ridership patterns.

2010-057

It was moved, seconded and carried that the matter of providing visitor information to boaters be referred to the Tourism Advisory Committee for review and recommendations.

It was moved, seconded and carried that the Trolley Report for June 2010 be accepted.

RCMP Ladysmith Detachment Report - April - June, 2010

Council expressed concern at the increased level of breaking and entering in the downtown area.

It was requested that Councillor Bastian ask the Protective Services Committee to provide additional information on crime investigations and outcomes, and that S/Sgt. Roger Plamondon be invited to attend the next meeting of the Government Services Committee.

2010-058

It was moved, seconded and carried that the report from the RCMP Ladysmith Detachment for the period April to June 2010 be received.

Coastal Animal Control Services - June 2010 Pound Report

2919-059

It was moved, seconded and carried that the report from Coastal Animal Control Services for June 2010 be received.

MEMBER SUBMISSIONS

Attendance at Union of British Columbia Municipalities 2010 Convention

Council members were requested to advise Mayor Hutchins of their interest in attending the 2010 UBCM convention.

CORRESPONDENCE

Jawn Lafratta

Bicycle Racks on Vancouver Island Greyhound Buses

2010-060

It was moved, seconded and carried that it be recommended to Council that Council write to all major transportation carriers on Vancouver Island (including Greyhound Canada, Pacific Bus Lines and VIA Rail) requesting that bicycle racks be installed on their vehicles, and that a copy of the letters be sent to Jawn Lafratta in response to her letter of June 7, 2010.

NEW BUSINESS

It was agreed that the issue of invasive plants be considered when Council is determining its strategic priorities.

QUESTIONS

ADJOURNMENT

2010-061

It was moved, seconded and carried that the meeting be adjourned at 6:25 p.m.

Chair (Councillor D. Paterson)

CERTIFIED CORRECT

Corporate Officer (S. Bowden)



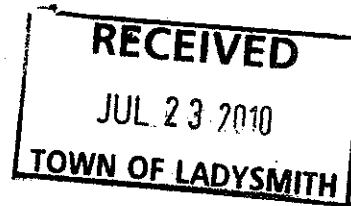
Ladysmith Detachment
320 6th Ave, P.O. Box 280
Ladysmith, B.C.
V9G 1A2

Your File Votre référence

Mayor Rob Hutchins
Town of Ladysmith
410 Esplanade
Ladysmith, B.C.
V9G 1A2

Our File Notre référence

285 (2010)



2010-07-21

Dear Mayor Hutchins,

**1st Quarterly Report, April to June 2010
Ladysmith Detachment**

Please find attached a copy of the 1st Quarterly Report on the progress report for our 2010-2011 Annual Performance Plan.

The following is a brief overview of the quarterly police report submitted to the Town of Ladysmith:

- The total number of calls for the Town of Ladysmith has increased from 1047 to 1128 (7.2%).
- The total number of Criminal Code offences has increased (those that are listed on the quarterly report) from 265 to 291 (9%).
- Significant increases have been noted for B&E's in businesses from 8 to 30 (74%), B&E's other from 10 to 15 (33%) and mischief under \$5,000 from 45 to 70 (36%).
- Decreases have been noted for assaults from 37 to 26 (30%) and theft under \$5,000 from 66 to 57 (14%).

1. Increase in the number of B&E's into businesses and other:

There has been an overall increase of 33% of B&E's into the community. This has included a staggering 74% in the number of B&E's into local businesses and 33% into others. This helps to account for the increase in Criminal Code offences to date for the year. The bulk of the businesses targeted were those with no alarm or security systems in place. As such, offences were committed between the closing of the businesses and were not reported until the doors opened the following morning.

In an attempt to identify a suspect(s), members of the detachment conducted surveillance in the early morning hours to cover off the quiet hours, the assistance of our General Investigation Section was requested, messages were fanned out through the Chamber of Commerce and updates and news releases were prepared for the Chronicle. Challenges were experienced around the difficulty of conducting surveillance after 10 PM when there is little to no vehicle or pedestrian traffic in the community. Assistance was also requested and provided from COP's.

The members were successful in identifying five (5) individuals that were involved in B&E's or property offences. Two search warrants were executed at a residence on 3rd Ave. with stolen property, counterfeit funds and drugs being seized. One individual arrested was incarcerated as he was on a Conditional Sentence Order (CSO), two (2) have upcoming court dates, and charges of B&E and possession of stolen property are being recommended against two (2) individuals who are from the Nanaimo area. It should also be noted that the individuals on 3rd Avenue are no longer residing in Ladysmith, having relocated to a neighboring community.

Another male was also arrested in the detachment area and admitted to 5 residential B&E's to the south of Ladysmith (off Chemainus Road). B&E's have all but ceased in this area.

A review of the June statistical information shows that there have been only four (4) B&E's into businesses. This has included two (2) on the 16th, one of which suspects were identified. The other was into the Senior Centre under construction where the culprit(s) went in through a window and came out the front door which was a sheet of plywood. No damage or property was stolen. Another was an attempted B&E at Seaside Snacks on the 25th. Two suspects were tracked to Buller & Esplanade and were then lost. The last one for the month was on the 28th of June at the Sharecare retail store where the padlock was removed and items stolen from the parking lot.

There were also three (3) B&E's (other). One was from a shed and the other from a trailer where a chainsaw and generator were stolen. The last was into the BC Hydro sub-station on Hambrook (3rd incident) where copper wire was stolen.

The detachment members will continue to focus in this area and will be implementing further initiatives during the next quarter.

2. Traffic contacts & impaired driving charges:

A total of 94 motor vehicle act violation tickets, 149 Notice & Orders, 26 - 12/24 hour suspensions (215 Motor Vehicle Act), 10 impaired, 16 liquor violation tickets have been issued. Members have also conducted 4 checkstops and recommended 3 charges under the Controlled Drugs and Substances Act. There have been 75 street checks and a total of 366 contacts, It should be noted that this is for the entire detachment area.

A total of 49 files have been submitted to the Regional Crown for charge recommendations.

3. Police/Community Relations - Visibility of the Police:

Members of the detachment have been involved in the following community functions: Driver Ed seminar, meeting with the First Responders on Kuper Island, the Davis school fundraiser (dunk tank), LAFF, a successful submission of \$1,500 through the RCMP Foundation for the Early Literacy program in Ladysmith, Literacy Fair at the Chemainus FN Community Hall, DARE at three elementary schools and successful graduations, DARE grad on Kuper Island, banner cutting ceremony at the Ladysmith Yacht Club, Heart & Stroke Foundation, coaching of the Ladysmith Steelers football team, serving coffee for the Tim Horton's Children's Foundation for camp day, detachment participation in the Total Physical Response (TPR) with the Chemainus FN, the Teddy Bear Picnic, 2 detachment tours with the Ladysmith pre-school society, participation at the Canadian Coast Guard & Auxiliary Rescue Marina Sail Past, a presentation at the Chemainus Primary School on the wearing of safety belts, boat patrol in the marina for the Ladysmith Maritime festival, swim club fundraiser (dunk tank) at the Maritime festival, Paddlefest, presentation at the Students Helping Sr's, participation at the summer camp at the Chemainus FN, presentation on theft at the Boys and Girls Club, attendance at the Royal Canadian Air Cadets Inspection and Review, Healing Circle, Ladysmith Ladies baseball and soccer game with Shell Beach adults.

A total of 71 client contact logs were also completed for various meetings with both internal and external partners.

Should you have any questions in respect to our Quarterly Report, please do not hesitate to contact me at (250) 245-6070 or at roger.plamondon@rcmp-grc.gc.ca. I also plan to attend the regular council meeting on the 16th of August to answer any questions or to address any issues and/or concerns.

Sincerely,

Handwritten signature of Roger Plamondon in black ink.

Roger Plamondon, Staff Sergeant
Non Commissioned Officer in Charge
Ladysmith Detachment

April - June 30

Objective Summary And Progress

Objectives

1) (Issue: Crime Reduction Property)

Owner: Joseph Plamondon

| | Measure | From | To | Date | Data Source | Target Status |
|----|---|------|----|------------|-------------|---------------|
| 1) | % reduction of break and enters to businesses | 0 | 5 | 2011-03-31 | PRIME | 0 |
| 2) | % reduction of break and enters to other | 0 | 5 | 2011-03-31 | PRIME | 0 |

Comments:

There has been an overall increase of 33% in the number of B&E's in the community. This has included a staggering 74% in the number of B&E's into businesses which has increased from 8 in 2009 to 30 in 2010. The detachment does not have the personnel nor the equipment to focus in on a specific number of targets in the community. The criminal element are also very aware that the detachment does not have 24 hour coverage. With limited vehicle and pedestrian traffic after dark, it becomes that more difficult to track suspects. The B&E's have been targeted to establishments generally without alarm systems. The assistance has been requested from the Island GIS with limited success due to other operational priorities. In the past two months the detachment has had success in identifying 5 individuals with enough information to move forward with RCC's to the Crown. Educational efforts have been undertaken through the media and the Chamber of Commerce to minimize future offences.

Date Submitted: 2010-07-08

Objective status: Off-track

If off-track due to organizational gap, identify gap:

Unavailability of tools / equipment

2) (Issue: Crime Reduction Traffic)

Owner: Joseph Plamondon

| | Measure | From | To | Date | Data Source | Target Status |
|----|---|------|-----|------------|-------------|---------------|
| 1) | # Traffic Contacts for the month (tickets and warnings) | 0 | 120 | 2011-03-31 | PRIME | 366 |
| 2) | # Impaired Driving Charges | 0 | 36 | 2011-03-31 | PRIME | 10 |

Comments:

There have been 366 contacts in the first quarter by the detachment members. This has included 10 impaired driving investigations. There are two Cst.'s that are under the 30 contacts to date (21 & 23) respectively. The Cpl.'s have had minimal contact with the public in part to the demands imposed on their finite time by PRIME. The detachment had a total of 51 Street Checks in 2009. In the 1st quarter of this year this has increased to 91 and was partially responsible for identifying a multiple B&E suspect. The members are being updated on a monthly basis on the self generated work at the detachment.

Date Submitted: 2010-07-08

Objective status: On-track

3) (Issue: Police / Community Relations/Visibility of police)

Owner: Joseph Plamondon

| | Measure | From | To | Date | Data Source | Target Status |
|----|---|------|----|------------|-------------|---------------|
| 1) | # Quarterly meetings with Chief & Council | 0 | 8 | 2011-03-31 | Admin Files | 5 |
| 2) | # Client logs | 0 | 12 | | Admin Files | 5 |

Comments:

There have been three meetings with the Chief & Council at the Chemainus FN and two with the Penelakut FN to date this year. The scheduled meeting with the DO on the 28th of June had to be cancelled due to scheduling conflicts. Attempts are going to be made to arrange for this to take place in July. Five client logs have been completed. A total of 71 client logs have been completed to date this year. Members of the detachment have been actively involved in all aspects of the community. The detachment has been fortunate in that it has had two additional resources to replace the members that are/were currently on light duties.

Date Submitted: 2010-07-08

Objective status: On-track

District Commander / Line Officer Progress Report

HRMIS: 000036050

Name: Scott Morrison

Commander Rank: Staff Sergeant

Comments:

With the exception of the Property Crime Initiative, the Detachment is either meeting or exceeding the goals set for each initiative. Hopefully Provincial GIS will be able to provide assistance in respect to the spike in B & E's. Efforts in respect to work being done by members are being properly documented on the Progress Update for each Initiative. Good stuff!

Follow-up required?: Yes

April - June 30

Unit Level Quality Assurance Activity Summary and Progress

Activities

1) Communication - Division Priority

Activity Owner: Joseph Plamondon

Activity Progress

| Unit Level Quality Assurance Phase | Status |
|---|-----------|
| Phase 1 - Identification of Activities | Completed |
| Phase 2 - Risking of Activities and Prioritizing of Reviews | Completed |
| Phase 3 - Physical Review and Observation | Completed |
| Phase 4 - Corrective Actions | Completed |
| Phase 5 - Follow-Up | Completed |

Comments:

This file has been assigned to S/Sgt. Plamondon for review. The Communication Plan was reviewed and updated for the fiscal year. The 1567 and 2545 files are currently in place and are being utilized. The review guide was completed and has been attached to the file. No further action is required on this matter.

Date Submitted: 2010-05-12

Activity Status: On-track

2) Exhibit Control

Activity Owner: Jason Kerr

Activity Progress

| Unit Level Quality Assurance Phase | Status |
|---|-------------|
| Phase 1 - Identification of Activities | In Progress |
| Phase 2 - Risking of Activities and Prioritizing of Reviews | Completed |
| Phase 3 - Physical Review and Observation | In Progress |
| Phase 4 - Corrective Actions | In Progress |
| Phase 5 - Follow-Up | In Progress |

Comments:

Cpl. Desaulniers and Cst. Ruppenthal have been provided with a diary date to review an additional 30 exhibit files (most current) to determine if there is an ongoing problem with the current submissions.

Date Submitted: 2010-07-13

Activity Status: On-track

3) Operational Supervision - Division Priority

Activity Owner: Richard Jansen

Activity Progress

| Unit Level Quality Assurance Phase | Status |
|---|-----------|
| Phase 1 - Identification of Activities | Completed |
| Phase 2 - Risking of Activities and Prioritizing of Reviews | Completed |
| Phase 3 - Physical Review and Observation | Completed |
| Phase 4 - Corrective Actions | Completed |
| Phase 5 - Follow-Up | Completed |

Comments:

One of the two deficiencies that were noted were a better upkeep of the C-13's. The NCO ic is now reviewing these on a quarterly basis. The detachment is also attempting to have a number of guards cleared and the cell block area can then be used on a regular basis. The missing data is noted and addressed with the members.

The second issue that was noted is that the supervisors are not observing members giving testimony. This is a very difficult deficiency to resolve as the trials are currently being held in Duncan and often there are a minimum of only two members working at the detachment.

Date Submitted: 2010-07-13

Activity Status: On-track

Unit Level Quality Assurance Activity Summary and Progress

4) Petty Cash

Activity Owner: Julie Snelgrove

Activity Progress

| Unit Level Quality Assurance Phase | Status |
|---|-----------|
| Phase 1 - Identification of Activities | Completed |
| Phase 2 - Risking of Activities and Prioritizing of Reviews | Completed |
| Phase 3 - Physical Review and Observation | Completed |
| Phase 4 - Corrective Actions | Completed |
| Phase 5 - Follow-Up | Completed |

Comments:

The "E" Division Review Guide was completed by Cst. Snelgrove. The only recommendation was to increase the periodic unannounced verifications of the petty cash advance. The NCO i/c has given himself three diary dates to the end of the fiscal year to have a look at the written and financial records. No additional follow-up is required at this time. S/Sgt. Plamondon

Date Submitted: 2010-04-22

Activity Status: On-track

5) Investigators Notebook

Activity Owner: Brian Finlay

Activity Progress

| Unit Level Quality Assurance Phase | Status |
|---|-----------|
| Phase 1 - Identification of Activities | Completed |
| Phase 2 - Risking of Activities and Prioritizing of Reviews | Completed |
| Phase 3 - Physical Review and Observation | Completed |
| Phase 4 - Corrective Actions | Completed |
| Phase 5 - Follow-Up | Completed |

Comments:

Overall, members notebooks appear to be completed to a satisfactory level and in compliance with RCMP standards and policies. Minor corrective action was taken with the staff. No additional follow-up is required on this matter at this time.

Date Submitted: 2010-07-09

Activity Status: On-track

6) Health and Safety

Activity Owner: Malcolm McNeil

Activity Progress

| Unit Level Quality Assurance Phase | Status |
|---|-----------|
| Phase 1 - Identification of Activities | Completed |
| Phase 2 - Risking of Activities and Prioritizing of Reviews | Completed |
| Phase 3 - Physical Review and Observation | Completed |
| Phase 4 - Corrective Actions | Completed |
| Phase 5 - Follow-Up | Completed |

Comments:

450-2 - The committee structure was not on file and was added.

450-4 - The last two inspections had not been added to the file. They were in the office manager's filing basket and were included on the file. The work plan was added to the administrative file. Detachment inspections are completed every two months as there are only 17 employees at the detachment. No additional follow-up is required on this file.

Date Submitted: 2010-07-13

Activity Status: On-track

Line Officer Progress Report

HRMIS: 000036050

Name: Scott Morrison

Position: Advisory NCO

Comments:

The Detachment has completed all phases of the ULQA process for 5 of 6 areas and is well ahead of schedule. The NCO has directed the reviewer responsible for Exhibits to review and additional 30 exhibits due to the original sample size being too low. The ULQA Workplans are being utilized to record deficiencies, corrective action and follow up. No issues here. Good work by all.

Follow-up required?: Yes



Royal Canadian
Mounted Police

Gendarmerie royale
du Canada

Security Classification/Designation
Classification/désignation sécuritaire

Ladysmith Detachment
320 6th Ave, P.O. Box 280
Ladysmith, B.C.
V9G 1A2

Your File - Votre référence

Our File - Notre référence

Mayor Rob Hutchins
Town of Ladysmith
410 Esplanade
Ladysmith, B.C.
V9G 1A2

302-

Date

July 6th 2010

JUL -9 2010

Quarterly Mayor's Report - 2nd Quarter - April, May and June 2010

There were six hundred and twelve (612) calls or occurrences (year to date calls - 1128) received during the months of April, May and June in the immediate area of Ladysmith. Below is an overview of various police occurrences for the 2nd Quarter in previous years.

| Occurrences | Apr, May, Jun 2010 | 2009 YTD | 2008 YTD |
|--------------------------------------|-----------------------|----------|----------|
| Sexual Assaults | 3 | 3 | 2 |
| Assaults | | 26 | 37 |
| Break & Enter - Business | | 30 | 8 |
| Break & Enter - Residence | 12 | 21 | 18 |
| Break & Enter - Other | 7 | 15 | 10 |
| Theft of Vehicle | 3 | 13 | 10 |
| Theft fm Vehicle - Over \$5K | 0 | 0 | 0 |
| Theft fm Vehicle - Under \$5K | 33 | 46 | 55 |
| Theft Over \$5K | 1 | 3 | 4 |
| Theft Under \$5K | 38 | 57 | 66 |
| Possession Stolen Property | 5 | 7 | 7 |
| Mischief/Property Damage Over \$5K | 0 | 0 | 3 |
| Mischief/Property Damage Under \$5K | 38 | 70 | 45 |
| Total Calls for Service, Ladysmith | 612 | 1128 | 1047 |
| Total Calls for service, area of Ops | 1156 | 2133 | 2062 |

Canada

RCMP GRC 2823 (2002-11) WPT

For your information, please find enclosed a copy of the Guardroom and Criminal record check statistics report, YTD 2010.

Sincerely,



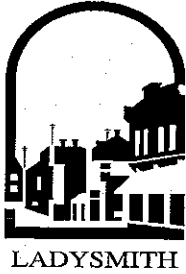
S/Sgt Roger PLAMONDON
Non Commissioned Officer in Charge
Ladysmith Detachment

Report Reviewed Previously

LADYSMITH RCMP 2010

| | PRISONERS | CRIMINAL RECORD CHECKS PAID | CRIMINAL RECORD CHECKS VOLUNTEER | MCF Requests etc. | Total CR checks |
|-------|-----------|-----------------------------|----------------------------------|-------------------|-----------------|
| JAN | 1 | 15 | 28 | | 43 |
| FEB | 5 | 37 | 48 | | 85 |
| MAR | 2 | 25 | 30 | | 55 |
| APR | 1 | 5 | 22 | | 57 |
| MAY | 3 | | 30 | | 57 |
| JUN | 4 | | 25 | | 74 |
| JUL | | | | | |
| AUG | | | | | |
| SEP | | | | | |
| OCT | | | | | |
| NOV | | | | | |
| DEC | | | | | |
| TOTAL | 16 | 188 | 183 | | |

Report Reviewed Previously



Town of Ladysmith
STAFF REPORT

To: Ruth Malli, City Manager
From: Sandy Bowden, Director of Corporate Services
Date: July 27, 2010
File No:

Re: TROLLEY ADVERTISING PROGRAM

RECOMMENDATION(S):

That the Government Services Committee recommend to Council that:

- a) staff be directed to implement the Trolley Advertising Program as proposed;
- b) advertising at trolley stops be referred to the Heritage Revitalization Advisory Commission for input; and,
- c) staff be directed to review the Sign and Canopy Bylaw and propose amendments, if required, to accommodate the placement of advertising signage at trolley stops.

PURPOSE:

The purpose of this Staff report is to seek Council's authorization to implement the proposed Trolley Advertising Program.

INTRODUCTION/BACKGROUND:

The Ladysmith trolley transit service commenced in August of 2009 and is deemed to be a success with an average ridership of approximately 100 passengers per day, more during summer and peak periods. Staff anticipates that significant revenues can be generated through advertising on the trolley and at trolley stops. In March of 2010 Council directed Staff to prepare an RFP to seek an external local non-profit agency to manage the advertising program. Unfortunately there were no responses received to the RFP which was extended to ensure that the community had adequate time to respond. As a result Staff is now requesting Council's consideration of implementing the proposed Trolley Advertising Program in-house in order to generate advertising revenues.

SCOPE OF WORK:

As Council is aware, Staff resources are limited. The proposed in-house advertising program will generate advertising revenues while having minimal impact on staff time. Upon investigation of other jurisdictions' bus advertising rates, Staff recommends the following rate schedule for the Town:

| Location | Sign Type | Size | No. of Panels | Monthly Rate | Minimum Rental |
|------------------------------|----------------|-----------|---------------|--------------|----------------|
| Interior | Coroplast | 11" x 36" | 11 | \$30 | 6 months |
| Outside Back | Vinyl adhesive | 24" x 36" | 1 | \$300 | 1 month |
| Outside Passenger Side | Vinyl adhesive | 20" x 60" | 2 | \$350 | 1 month |
| Outside Driver's Side | Vinyl adhesive | 20" x 50" | 3 | \$300 | 1 month |
| Outside Driver's Side (rear) | Vinyl adhesive | 36" x 48" | 1 | \$350 | 1 month |

To initiate the advertising program, Staff will post a notice (see attached) on the Town's website and send it to the Ladysmith Chamber of Commerce (LCC) and the Ladysmith Downtown Business Association (LDBA) requesting that it be posted on their respective websites. Staff will also send the notice directly to all business license recipients as well as all members of the LCC and the LDBA. A notice will also be placed on the trolley as well as at selected trolley stops and major commercial centres within the Town (i.e. Coronation Mall, 49th Parallel Grocery Store, City Hall, the library, etc.). An advertisement will be placed in the local media. All inquiries regarding the trolley advertising program will be directed to Corporate Services.

Staff requests Council's consideration of permitting the placement of advertising signage at the trolley stops. If deemed appropriate the following rates are proposed:

| Location | Sign Type | Size | No. of Panels | Monthly Rate | Minimum Rental |
|--------------------------------------|-----------|-----------|---------------|--------------|----------------|
| Trolley Stops (1 st Ave.) | Metal | 12" x 18" | 4 | \$30 | 6 months |
| Trolley Stops (4 th Ave.) | Metal | 12" x 18" | 5 | \$30 | 6 months |
| Trolley Stops (Davis Rd.) | Metal | 12" x 18" | 3 | \$30 | 6 months |
| Trolley Stops (Dogwood Dr.) | Metal | 12" x 18" | 4 | \$30 | 6 months |
| Trolley Stops (Other) | Metal | 12" x 18" | 34 | \$20 | 6 months |

Staff recommends seeking input from the Heritage Revitalization Advisory Commission regarding advertising signage at trolley stops located in the downtown core. It is also recommended that if Council authorizes the placement trolley advertising signage at trolley stops, a review of the Sign and Canopy Bylaw be undertaken to ensure the program complies with the bylaw. Sec. 4.5 of the bylaw permits third party signage on Town property, however, not all trolley stops are located on Town property and therefore special provisions may be required at those locations.

ALTERNATIVES:

Council could direct Staff to amend the proposed Trolley Advertising Program or it could deny Staff's recommendation and not proceed with the advertising program.

FINANCIAL IMPLICATIONS:

Revenues generated from advertising on the trolley are unknown at this time.

LEGAL IMPLICATIONS:

n/a

CITIZEN/PUBLIC RELATIONS IMPLICATIONS:

Several small local businesses have inquired about the possibility of advertising on the trolley. Staff does not anticipate any negative feedback from the public regarding this proposal.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS:

The Corporate Services Department will manage the Trolley Advertising Program.

RESOURCE IMPLICATIONS:

Staff anticipates minimal impact on staffing resources at this time, however, this may change depending on the popularity of the advertising program.

ALIGNMENT WITH STRATEGIC PRIORITIES:

The implementation of a trolley transit system was one of the Corporate Services Department's five top strategic priorities for 2009. The proposed advertising program aligns with this strategic priority.

SUMMARY:

Given the success of the Ladysmith trolley transit service it is deemed appropriate for Council to consider implementing an in-house Trolley Advertising Program.

I concur with the recommendation.

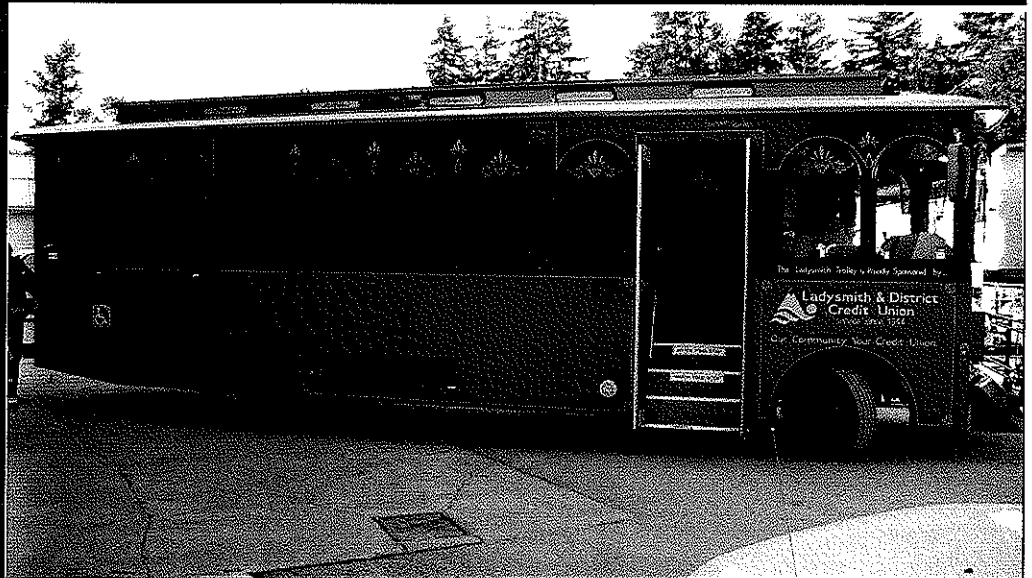
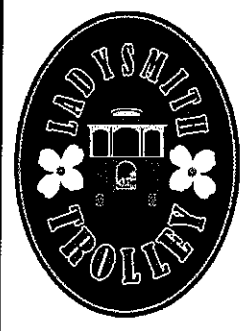


Ruth Mall, City Manager

ATTACHMENT:
Advertising Program Notice

ANNOUNCING...

THE TOWN OF LADYSMITH TROLLEY ADVERTISEMENT PROGRAM



410 Esplanade
P.O. Box 220
Ladysmith, BC V9G 1A2

Phone: 250. 245.6400
Fax: 250. 245.6411

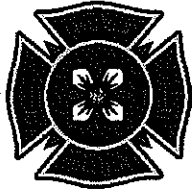
info@ladysmith.ca
www.ladysmith.ca



Ladysmith

*Advertise your business
on the trolley and at
trolley stops.*

Rates and other information available
at the Town of Ladysmith City Hall
Corporate Services Department
For more information please call
250-245-6400 or
email sbowden@ladysmith.ca



Ladysmith Fire / Rescue

P.O. Box 760 Ladysmith, B.C. V9G 1A5
 Phone: 250-245-6436 • Fax: 250-245-0917



FIRE CHIEF'S REPORT

MONTH: **July**, 2010

| TYPE OF CALL OUT | J | F | M | A | M | J | J | A | S | O | N | D | YEAR'S TOTALS |
|---|----------|-----------|-----------|-----------|-----------|-----------|-----------|---|---|---|---|---|---------------|
| Alarms Activated: Pulled Station | | | 1 | | | 1 | | | | | | | 2 |
| By mistake | 1 | 1 | | 2 | 2 | 1 | 2 | | | | | | 9 |
| Electrical problem | | | | | | 2 | | | | | | | 2 |
| Due to cooking | | 2 | | 2 | | 2 | 1 | | | | | | 7 |
| Assistance | | | | | 1 | | | | | | | | 1 |
| Burning Complaint | | 1 | | | 3 | 1 | 2 | | | | | | 7 |
| Fire: Structure | 1 | | | 1 | 1 | 2 | 4 | | | | | | 9 |
| Chimney | | | | 2 | | | | | | | | | 2 |
| Interface / Bush | | | | | 2 | | | | | | | | 2 |
| Vehicle | | 1 | | | 1 | | | | | | | | 2 |
| Other | 1 | | | | | 2 | 2 | | | | | | 5 |
| Hazardous Materials | | 1 | | 1 | | 1 | | | | | | | 3 |
| Hydro Lines: Down / Fire | | | 1 | 1 | | | | | | | | | 2 |
| Medical Aid | | | 4 | 2 | 1 | 2 | 2 | | | | | | 11 |
| Mutual Aid | 2 | 1 | | 1 | | 2 | | | | | | | 6 |
| MVI | | 5 | 5 | 5 | 6 | 2 | 3 | | | | | | 26 |
| Rescue | | | | | | | | | | | | | |
| MONTH TOTALS (not incl. Practises) | 5 | 12 | 11 | 17 | 17 | 18 | 16 | | | | | | 96 |
| Practises (Totals for each Month) | 4 | 4 | 5 | 4 | 4 | 5 | 4 | | | | | | 30 |

ALARMS ACTIVATED (location/owner):

1. Alarm set of due to cooking, 410-4th Ave.
2. Alarm set off due to maintenance people working around detector 861 Davidson
3. Possible structure fire – no address Westdowne Road area, nothing found.

COMPARISONS:

Year to Date / 10 96 (excl. practises)
 Year to Date / 09 94 (excl. practises)
 Year to Date / 08 110 (excl. practises)

APPROVED:

Ray Delcourt
 Fire Chief

TOWN OF LADYSMITH
 BUILDING PERMIT
 SUMMARY REPORT
 JULY 2010

| Commercial | Industrial | Institutional | (New) Residential | # Dwelling Units | Residential Adds / Renos / Demos | Permits with construction value | Permits without construction value | Permits For Year To Date | Blg & Plbg Permit Fees This Month | Permit Values This Month | Permit Values This Year |
|------------|------------|---------------|-------------------|------------------|----------------------------------|---------------------------------|------------------------------------|--------------------------|-----------------------------------|--------------------------|-------------------------|
| \$ - | | \$ 2,478,000 | 1 \$ 524,076 | 3 | \$ 41,040 | 3 | 3 | 90 | \$ 17,904 | \$ 3,043,116 | \$ 11,984,740 |

SUMMARY - YEAR TO DATE

| | Commercial | Industrial | Institutional | (New) Residential | # Dwelling Units | Residential Adds / Renos / Demos | Permits with construction value | Permits without construction value | Permits For Year To Date | Blg & Plbg Permit Fees This Month | Permit Values This Month | Permit Values This Year |
|-------|------------|------------|---------------|-------------------|------------------|----------------------------------|---------------------------------|------------------------------------|--------------------------|-----------------------------------|--------------------------|-------------------------|
| JAN | \$ - | \$ - | \$ - | \$ 766,498 | 5 | \$ 13,450 | 10 | 8 | 15 | \$ 6,425 | \$ 779,948 | \$ 779,948 |
| FEB | \$ 15,000 | \$ - | \$ 985,000 | \$ 542,420 | 3 | \$ 9,000 | 4 | 0 | 26 | \$ 10,011 | \$ 1,551,420 | \$ 2,331,368 |
| MAR | \$ 125,000 | \$ - | \$ - | \$ 2,559,484 | 10 | \$ 45,000 | 2 | 1 | 40 | \$ 19,111 | \$ 2,729,484 | \$ 5,060,852 |
| APR | \$ - | \$ - | \$ - | \$ 1,363,888 | 7 | \$ 42,580 | 5 | 3 | 55 | \$ 11,483 | \$ 1,406,468 | \$ 6,467,320 |
| MAY | \$ - | \$ - | \$ 247,000 | \$ 1,430,326 | 9 | \$ 84,562 | 5 | 1 | 71 | \$ 11,869 | \$ 1,761,888 | \$ 8,229,208 |
| JUN | \$ - | \$ - | \$ 5,000 | \$ 637,416 | 4 | \$ 70,000 | 2 | 7 | 79 | \$ 4,489 | \$ 712,416 | \$ 8,941,624 |
| JUL | \$ - | \$ - | \$ 2,478,000 | \$ 524,076 | 3 | \$ 41,040 | 3 | 3 | 90 | \$ 17,904 | \$ 3,043,116 | \$ 11,984,740 |
| AUG | \$ - | \$ - | \$ - | \$ - | 0 | \$ - | 0 | 0 | 0 | \$ - | \$ - | \$ - |
| SEP | \$ - | \$ - | \$ - | \$ - | 0 | \$ - | 0 | 0 | 0 | \$ - | \$ - | \$ - |
| OCT | \$ - | \$ - | \$ - | \$ - | 0 | \$ - | 0 | 0 | 0 | \$ - | \$ - | \$ - |
| NOV | \$ - | \$ - | \$ - | \$ - | 0 | \$ - | 0 | 0 | 0 | \$ - | \$ - | \$ - |
| DEC | \$ - | \$ - | \$ - | \$ - | 0 | \$ - | 0 | 0 | 0 | \$ - | \$ - | \$ - |
| TOTAL | \$ 140,000 | \$ - | \$ 3,715,000 | \$ 7,824,108 | 41 | \$ 305,632 | 31 | 73 | 17 | \$ 81,292 | \$ 11,984,740 | \$ 11,984,740 |

of Demolitions for month = 1, for YTD = 9

| COMPARISONS | |
|--------------------------|------------------------|
| # DWELLING UNITS / VALUE | PERMITS ISSUED / VALUE |
| YEAR TO DATE / 10 | YEAR TO DATE / 10 |
| YEAR TO DATE / 09 | YEAR TO DATE / 09 |
| YEAR TO DATE / 08 | YEAR TO DATE / 08 |
| 48 \$ 7,824,108 | 90 \$ 11,971,290 |
| 21 \$ 2,947,149 | 74 \$ 7,762,169 |
| 48 \$ 5,860,000 | 92 \$ 8,156,798 |

Handwritten signature

RUIHONG INSPECTOR

TOWN OF LADYSMITH

LADYSMITH TROLLEY BUS ACTIVITY REPORT - Trolley 103/105

July, 2010

| Day | Date | Passenger Count | Fuel Litres | KM Start | KM Finish | Weather | Wheel Chairs | Service Dogs | Bikes |
|--------------|------|-----------------|-------------|----------|-----------|-----------|--------------|--------------|-----------|
| Thurs | 1 | STAT | | | | | | | |
| Fri | 2 | 106 | 65 | 52387 | 52609 | Sun | 0 | 0 | 5 |
| Sat | 3 | 56 | 65 | 52609 | 52854 | Sun/Cloud | 0 | 0 | 2 |
| Sun | 4 | | | | | | | | |
| Mon | 5 | 120 | 65 | 52824 | 53038 | Cloud | 2 | 0 | 1 |
| Tue | 6 | 130 | 78 | 53038 | 53253 | Sun | 0 | 0 | 2 |
| Wed | 7 | 47 | 78 | 53253 | 53461 | Sun | 0 | 0 | 2 |
| Thurs | 8 | 43 | 104 | 53461 | 53674 | Sun | 0 | 0 | 2 |
| Fri | 9 | 123 | 65 | 53674 | 53890 | Sun | 0 | 0 | 1 |
| Sat | 10 | 62 | 81 | 53890 | 54104 | Sun | 1 | 0 | 2 |
| Sun | 11 | | | | | | | | |
| Mon | 12 | 141 | 65 | 54104 | 54321 | Sun/Cloud | 0 | 1 | 3 |
| Tue | 13 | 57 | 75 | 54321 | 54530 | Sun/Wind | 0 | 1 | 2 |
| Wed | 14 | 80 | 83 | 54530 | 54744 | Sun | 0 | 0 | 2 |
| Thurs | 15 | 63 | 79 | 54744 | 54958 | Sun | 0 | 0 | 4 |
| Fri | 16 | 78 | 84 | 54958 | 55158 | Sun | 0 | 1 | 2 |
| Sat | 17 | 87 | 75 | 55158 | 55389 | Sun | 0 | 0 | 2 |
| Sun | 18 | | | | | | | | |
| Mon | 19 | 92 | 76 | 55389 | 55604 | Sun | 0 | 1 | 1 |
| Tue | 20 | 68 | 104 | 55604 | 55817 | Sun | 0 | 1 | 2 |
| Wed | 21 | 101 | 90 | 55817 | 56031 | Sun | 2 | 1 | 3 |
| Thurs | 22 | 100 | 78 | 56031 | 56247 | Cloud | 0 | 1 | 2 |
| Fri | 23 | 54 | 78 | 56247 | 56465 | Sun | 0 | 0 | 3 |
| Sat | 24 | 43 | 59 | 56465 | 56681 | Sun | 0 | 0 | 3 |
| Sun | 25 | | | | | | | | |
| Mon | 26 | 60 | 77 | 56687 | 56903 | Sun | 0 | 1 | 3 |
| Tue | 27 | 65 | 80 | 56903 | 57117 | Sun | 0 | 0 | 1 |
| Wed | 28 | 81 | 84 | 57117 | 57330 | Sun | 0 | 0 | 4 |
| Thurs | 29 | 14 | 110 | 57330 | 57548 | Sun | 0 | 1 | 2 |
| Fri | 30 | 99 | 90 | 73444 | 73549 | Sun | 0 | 1 | 0 |
| Sat | 31 | 122 | 93 | 73649 | 73857 | Sun | 0 | 1 | 0 |
| Sat | 31 | Parade | 0 | 57548 | 57558 | Parade | 0 | 0 | 0 |
| TOTAL | | 2092 | 2081 | | | | 5 | 11 | 56 |

DONATIONS FOR JULY 2010 \$616.52

DONATIONS YEAR-TO-DATE \$4,416.35

20

AVERAGE DAILY RIDER COUNT FOR JULY 2010 - 81

RECEIVED

AUG - 9 2010

COASTAL ANIMAL CONTROL SERVICES OF BC LTD

2202 Herd Rd. Duncan, BC. V9L 6A6

(250) 748-3395

TOWN OF LADYSMITH POUND REPORT

July 2010

| Disposition of Impounded Dogs | Current Month | 2010 Totals |
|---|----------------------|--------------------|
| Stray dogs impounded | 1 | 9 |
| Stray dogs claimed | 1 | 9 |
| Stray dogs put up for adoption | 0 | 0 |
| Stray dogs euthanized | 0 | 0 |
| Stray livestock / cats | 0 | 0 |
| Other | 0 | 1 |
| Calls Received and Investigated | 10 | 45 |
| Aggressive dogs | 2 | 5 |
| Dogs at large | 4 | 22 |
| Noise (barking) complaints | 1 | 11 |
| Other non specific dog related calls | 3 | 7 |
| Wildlife / livestock / cats | 0 | 0 |
| After hour call outs | 1 | 7 |
| Monthly Pound and Board Fees Collected | \$325.00 | \$1120.00 |
| Impound fees | \$50.00 | \$750.00 |
| Daily board fees | \$55.00 | \$475.00 |
| Tickets issued | 0 | 0 |
| Unlicensed dog | \$0 | \$0 |
| Dog at large | \$0 | \$0 |
| Dangerous dog at large | \$0 | \$0 |
| Habitually noisy | \$0 | \$0 |
| Licencing Statistics | | |
| | Tags | 1 |
| | Revenue | \$20.00 |
| | | 14 |
| | | \$370.00 |

Judi Burnett

CAS Summary of Service Calls, Ladysmith

10 calls in total

01-Jul-10 to 31-Jul-10

| Issue | Call # | Received | Type | Completed |
|-------------------|--------|-----------|------|-----------|
| Aggressive | | 2 | | |
| | 779 | 09-Jul-10 | Dog | 22-Jul-10 |
| | 778 | 09-Jul-10 | Dog | 14-Jul-10 |
| At large | | 3 | | |
| | 783 | 27-Jul-10 | Dog | |
| | 782 | 13-Jul-10 | Dog | 14-Jul-10 |
| | 775 | 06-Jul-10 | Dog | 20-Jul-10 |
| Confined | | 1 | | |
| | 774 | 04-Jul-10 | Dog | 05-Jul-10 |
| Noisy | | 1 | | |
| | 776 | 05-Jul-10 | Dog | 27-Jul-10 |
| Other | | 3 | | |
| | 781 | 13-Jul-10 | Dog | 20-Jul-10 |
| | 780 | 13-Jul-10 | Dog | 20-Jul-10 |
| | 777 | 08-Jul-10 | Dog | 08-Jul-10 |

August 6th, 2010

Mayor Hutchins and City Council Members
Office of the Mayor and City Council
Ladysmith, BC

Re: Sandwich Boards in front of Businesses

Dear Mayor Hutchins and City Council Members,

Our names are Peter and Cathy Barter and we own 'The Top Drawer Ladies Consignment Boutique' on First Avenue. We are writing to officially object to the new directive making sandwich boards in front of individual businesses illegal - if one building has more than one store front.

We opened our store in April of 2008. At that time we sought out and spoke with the gentleman involved with regulating signage in Ladysmith. We followed his directives regarding the size and colour scheme allowed. We had a board made to those specifications.

We do appreciate that the number of signs over the last two years has mushroomed on street corners and in front of store. Obviously, there is a need for some clearance and regulation. We do not, however, feel it is fair play to enforce a ruling on everyone, without taking in the layout of individual places of business. There are three separate businesses in the one building we occupy and we all have our separate identities and store fronts. Two of us are small retail and one is the Tourist Information and Chamber of Commerce. How should it be decided who will have the board in front? Should it be 'The Top Drawer' as we have been in residence the longest or the Tourist Information because of the nature of their business? Or the newest shop, because they need to become established?

We welcome many visitors to our shop from many parts of Canada and beyond and always sing the praises of living in such a wonderful small community. We are members of the LDBA and the Chamber of Commerce. But, belonging to these groups and complimenting Ladysmith to visitors does not take away from the hard work of owning a small business. Most of us cannot afford expensive advertising in the newspaper or online publications. A sandwich board is about all the advertising most of us can budget for on an ongoing basis. It helps to direct people from further up the street who would not bother to venture past Gatacre Street. Many people have told us that they would never have known we were there unless they had spotted our board – and those were people from Ladysmith!!!

Surely a conforming sign board outside our business, neatly positioned against the side of the building is not too much to expect. We all want businesses to grow and succeed in Ladysmith. Help us do that by taking another look at this directive and allowing one, size- specific sign to be placed in front of each individual store front.

Sincerely,
Peter and Cathy Barter
The Top Drawer Ladies Consignment Boutique
411C – 1st Avenue
Ladysmith, BC 250-245-9717

inquiry@the-top-drawer.ca