

## Featured Staff:

### Don Eastwood Director of Development



Since joining the Town in July 2011, Don has brought together three service areas - Planning, Building, and Economic and Community Development, into an effective, one-stop-shop, known as the Development Services Department. As the town grows and develops, Don will review stakeholder needs, initiate service enhancements, and implement other measures to support the community's desire to create employment opportunities in the Town.

### Rachel Sullivan Economic & Community Development Officer



Rachel has been connecting with many community groups and organizations as she builds the foundation needed to start work on generating business opportunities and future jobs for the community. A local resident, she is successfully creating partnerships with various organizations and business associations. She also supports groups working on diverse initiatives, such as the creation of the Arts, Culture & Heritage Council. Working with a Development and Marketing Coordinator, Rachel will also make Tourism a 2012 priority.

## The Place To Be By 2020

Alcona has officially been recognized as a Primary Settlement Area by the Province. Being given this Primary Settlement Area designation (formerly referred to as an Urban Node) recognizes the importance of Alcona as a growth centre within Simcoe County. The Town's recent efforts to urbanize Alcona supports the concept of building complete communities. Providing a range of housing options along with employment opportunities and recreational and cultural amenities forms an important approach for Primary Settlement Areas. Inspiring Innisfil 2020 identified the Urban Node designation as a key priority for Alcona. We have already begun the urbanization of Innisfil Beach Road, the approval of housing options that suit residents of all ages, the plans for a fifth school and the addition of many new retail and business uses to the area.

In addition, the Growth Plan continues to address the important strategic employment areas along the Highway 400 corridor, specifically Innisfil Heights. Specific planning regulations will follow in the coming months to help shape the future of our employment lands. The Provincial announcement will help secure an even brighter future for Innisfil and help to position our efforts to be the place to be by 2020.



## Winter Safety In Our Community

During the winter months, Town staff work to keep our roads and parks safe. This winter, keep your family safe by taking extra precautions while you are enjoying the snow and ice.

**SNOW SAFETY TIPS**  
**Don't play on or in roadside snow banks or snow piles in the centre of cul-de-sacs.** Snow plow operators can't see children when they are tunneling or hidden along the roadway.



**Never use snow piles as "snowboard ramps".** Vehicles may not be able to stop when children accidentally slide onto the roadway.  
**Drive carefully around snowplows.** Take extra care when passing or traveling behind snowplows. Remember that they may have to make sudden stops or turns.

### ICE FISHING SAFETY TIPS\*

**Always go with a buddy.** Let others know exactly where you're going and when you will return.

**Dress for the weather and layer your clothing.** Layering makes it easier to remove or put clothes back on if you are getting too hot or too cold.

**Measure the ice thickness in several places and stay off of rivers and streams.** Conditions such as currents and water depths affect ice thickness. Even ice sections that are very close together can have very different thickness.

**Have safety gear on hand.** A first aid kit; additional set of dry clothes and socks in case you get wet; high energy snacks and warm drinks; rope to use in case your friend falls through the ice; matches; a lifejacket for flotation in case you fall through the ice; hand and foot warmers.

\*Source: Lifesaving Society, 2011

## Developing Innisfil's Economy

Working together and reaching Innisfil's economic goals is important to both Innisfil Council and our community. Two Inspiring Innisfil 2020 goals that are shaping 2012 are: to help all businesses succeed here and to make economic development the number one priority.

Making it easier to do business with the Town is important and starts with the Town's departments and staff. One department at the heart of many of the new economic initiatives is the Development Services Department. It includes a number of service areas that are central to Innisfil's economic planning including: Economic

and Community Development, Land Use Planning, Building and Inspection services.

The Development Department is focused on attracting new investment that could support our desire to create jobs, updating the Town's Zoning By-Law and Official Plan, and ensuring compliance with changes to the Ontario Building Code.



## Arts, Culture & Heritage

Making arts culture and heritage major community assets is another important goal of the Inspiring Innisfil 2020 strategic plan. During 2011, community stakeholders came together to create a community-based Innisfil Arts, Culture and Heritage Council (IACHC).

Within a short period of time, a steering group was formed and began working together to develop the IACHC. In September 2011, the IACHC steering committee received a \$5000 Community Assistance Grant from Innisfil Council. The IACHC steering committee has used the funds to put bylaws and a constitution in place, incorporate, register a website domain, develop key promotional material and plan their Inaugural Meeting. The Inaugural Meeting will support the election of a Board of Directors and establish procedures for



Innisfil Arts, Culture  
and Heritage Council

the organization. The proposed inaugural meeting will be held in March of this year. The IACHC vision is: "To establish Innisfil as a vital arts, culture and heritage centre, a source of pride for the residents and a recognized arts, culture and heritage destination."

For more information visit their website [www.iachc.ca](http://www.iachc.ca) or contact [info@iachc.ca](mailto:info@iachc.ca).

## Featured Staff:

### Randy Smith, Fire Chief



Joining the Town in 2011, Fire Chief Randy Smith is a leader in the Fire & Rescue Services Community. His leadership and years of knowledge and experience in the fire management field will raise and improve the standards of Innisfil Fire & Rescue Services in our community.

The Town's Fire & Rescue Services has a well established team and operations, complete with new equipment, like the 100 foot Aerial Ladder Truck. As Innisfil continues to grow, Chief Smith and New Deputy Fire Chief, Jonathan Pegg, will manage the continued training, development, and health and safety for Fire & Rescue Services staff; fire prevention, and public education among other ongoing initiatives.

## Healthy Living - Let Your Voice Be Heard!



We're working with York University's School of Nursing to complete a Healthy Community Assessment of Innisfil.

We want to hear your thoughts and ideas on health and quality of life in Innisfil. This includes, for example, healthy living, social networks, services and the environment. Tell us how you feel. Email us at [health@innisfil.ca](mailto:health@innisfil.ca).

Watch the Town's website for project updates.

