



Municipality of West Elgin

Agenda

Public Meeting

Pursuant to Section 4(6) Retail Holidays Act, R.S.O. 1990, as amended.

May 23, 2019 – 9:30 a.m.

Council Chambers, West Elgin Municipal Building

Documents are available in alternate formats upon request. Please contact the Clerk's Department if you require an alternate format or accessible communication support at 519-785-0560 or by email at gscharback@westelgin.net.

- 1. Call to Order**
- 2. Disclosure of Pecuniary Interest**
- 3. Purpose of Public Meeting**
- 4. Application for Exemption to *Retail Holidays Act* for Natterjack Brewery Company Ltd**
 - 4.1. Natterjack Brewery Company Ltd. Letter of Request for Exemption By-Law
 - 4.2. Written Comments Received
 - 4.3. Comments – Council, Public in Attendance
- 5. Close Public Meeting**
 - 5.1. Recommendation: That Council now closes the Public Meeting at _____ a.m. and reconvenes the Regular Council Meeting.

April 2019

Municipality of West Elgin
22413 Hoskins Line,
Rodney, ON N0L 2P0

Mayor Duncan McPhail & Council

Natterjack Brewing Company Ltd., would like to seek from the Municipality, a Tourism Exemption under section 4(1) of the *Retail Business Holiday Act, R.S.O. 1990, c. R30*, which states "the council of a municipality may by by-law permit retail business establishments in the municipality to be open on holidays for the maintenance or development of tourism". The *Retail Business Holiday Act*, regulation 711/91 states "that a retail establishment may be exempt if it is located within 2 kilometers of a tourist attraction or relies on tourists visiting the attraction". Currently the Community Improvement Plan of West Elgin, lists our location as a Tourism Corridor Priority Area. Approximately 80% of our customers travel from outside our Municipality in order to purchase our products. We are hoping to increase this through attendance at multiple beer festivals and events in the upcoming year and in doing so we are acting as tourism ambassadors for this Municipality

We understand that council is not required to pass a by-law even if the tourism criteria is met and that council needs to take into account that holidays should be maintained as common pause days; however we feel our ability to attract tourist to the area would be beneficial to the entire municipality. Our business in this community thrives off our tourists during holidays and "prime" season. We are a tourist destination for a lot of travelers and are considered in the Elgin Incentives as being in the County of Elgin's "Priority Area". We feel as though having the option to open our doors to retail products, not just selling "By the Glass" during requested holidays would grow our business and bring returning visitors to the area.

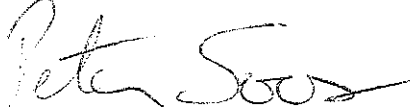
Natterjack Brewing currently holds four types of licences; Excise Licence, Manufacturer's Licence-Brewery, Manufacturer's Limited Liquor Sales Licence & On-Site Brewery Retail Sales Authorization. Currently the only Licence that does not allow us to operate in full is our On-Site Brewery Retail Sales Authorization Licence. This would prevent us from selling any merchandise, gifts packs or beer to go, as it falls under the Retail Business Holiday Act.

We feel our ability to attract tourists to the Brewery for tours, sampling and events would be beneficial to the Brewery and also for other Municipal Businesses (restaurants) if an exemption was made for the following holidays;

- Good Friday (the Friday before Easter Sunday- Typically in March or April)
- Victoria Day (the last Monday before or on May 24)
- Canada Day (July 1 – if July 1 is a Sunday, the mandatory closure moves to the following Monday)
- Thanksgiving Day (second Monday in October)

We thank council for your consideration in the above exemption. We are hoping to have a by-law passed quickly as we understand a public meeting must be held and there is a 30 day waiting period after the by-law is passed for the by-law to come into enforce and effect. This means we will not be open for the Victoria Day Holiday which is the typical start to the “prime” tourism season in Elgin County. But would anticipate to be open for Canada Day weekend, if the by-law is passed.

Sincerely,



Peter Soos
President, Natterjack Brewing Company Ltd.,