

Community Engagement Strategy

Proposed Deerhurst Modern Development
Deerhurst Resort, Town of Huntsville

September 2022

Contents

Introduction	3
Scope & Objectives of Consultation.....	3
Key Stakeholders to be engaged.....	3
Pen Lake Association.....	Error! Bookmark not defined.
Town of Huntsville	Error! Bookmark not defined.
District of Muskoka	Error! Bookmark not defined.
Neighbours – both seasonal and permanent residents.....	Error! Bookmark not defined.
Engagement Methodology	4
Public Comments & Review	5

Introduction

The purpose of this document is to provide an overview of the Public Engagement Strategy that will be implemented as part of the proposed Deerhurst Modern development at Deerhurst Resort.

The Strategy provides an outline of the mechanisms and opportunities through which the surrounding community, Lake Associations, and relevant review agencies will be engaged, feedback solicited and concerns reconciled through the planning review and development processes for the project. The Strategy has been developed in accordance with the policies outlined in Section F1.12.2 of the Town of Huntsville Official Plan with respect to Public Engagement and Notification.

Scope & Objectives of Consultation

Community engagement on the project commenced in advance of the Planning Act applications submission and is proposed to span through the construction phases. Several groups are proposed to be reached as part of the strategy, with the level of engagement catered to the group and project phase, as outlined in the subsequent section of this document.

The Community Engagement Strategy for the proposed Deerhurst Modern development is centred around the following key objectives:

- Provision of opportunities to solicit meaningful community feedback;
- Early identification of concerns;
- Continued communication and open dialogue with community; and
- Consideration of public comment.

The project will be subject to several applications under the Planning Act, and each of the required applications is subject to prescribed public consultation processes under this legislation which will guide some components of the Community Engagement Strategy.

Various mechanisms are proposed to be employed through the application processes to reach different stakeholders and groups. Through this engagement, information will be provided regarding the proposed development, and opportunities afforded for input and dialogue around the project.

Key Stakeholders & Groups

It is imperative for Freed to continuously engage with stakeholders throughout the process to keep local community groups involved, solicit input to be considered as part of the decision-making process, and to maintain open and transparent dialogue.

While not an exhaustive list, the Community Engagement Strategy is intended to reach and solicit feedback from the following stakeholders and groups:

- District of Muskoka
- Town of Huntsville
- Pen Lake Association
- Neighbours – both seasonal and permanent
- Local First Nation and Metis communities.

Engagement Methodology

Platforms to be Utilized

Various platforms and mechanisms are proposed to inform and gather input from stakeholders and groups regarding the proposed Deerhurst Modern development. The proposed use of a range of methods through the application process will contribute towards ensuring a broader audience is engaged and informed on the proposed Deerhurst Modern development.

The platforms and methods propose to be utilized include, but are not limited to:

- In-person/virtual meetings
- Public Information Centres/Open Houses
- On-site signage
- Presentations
- Correspondence through direct mail/email

Planning Act Applications

A Town of Huntsville Official Plan Amendment and Community Planning Permit By-law Applications are required under the *Planning Act*. As part of the prescribed process under the Planning Act, the following will be required:

- Pre-consultation meeting
- Notice Sign posted on site
- Written notice to landowners within 120 metres of the site
- Statutory Public Meeting
- Committee/Council Meetings to make determination of the applications
- Written Notice of Decision to landowners within 120 metres of the site, and any individual who requested to be notified

Proposed Engagement Strategy

In addition to the legislated requirements under the *Planning Act*, Freed is proposing the following opportunities for community engagement:

- **Public Information Centre (PIC) and Open House** which will allow Freed to have an open form of communication with stakeholders and groups. Following the PIC/Open house a summary memorandum will be prepared of the discussions at the PIC/Open House. The memorandum will be provided to all stakeholders, including anyone who has requested information.
- **Pre-construction PIC/Open House** will be held in advance of construction to advise community members of what to anticipate during the construction phase of the project. This forum will facilitate continued open communication with the community.
- **Individual Meetings with Stakeholders** and groups have already occurred and may be held throughout the process to discuss aspects of the proposal as circumstances warrant.

Public Comments & Review

One of the key objectives of the Community Engagement Strategy is to solicit meaningful community feedback and to consider input received through the review and development process. In order to properly receive, review and address public comments received through the process the following actions are proposed as part of the Community Engagement Strategy:

- **A Summary Memorandum** will be prepared following the PIC/Open House discussions. The purposed of this document will be to provide an overview of the comments received through the PIC/Open House and outline next steps in the project. The memorandum will be provided to all stakeholders, including anyone who has requested information.
- **A Comment Summary Table** will be prepared following the Statutory Public Meeting outlining all of the comments received to date and how each is proposed to be addressed.