



Council Highlights are intended to provide a summary of Council proceedings only. The information contained within the Highlights is based on approved material from within the associated agenda packages, linked at the bottom. These reports were part of the agendas from the **Council Meeting on February 27, 2024** and the **Committee of the Whole Meeting on February 13, 2024**. For more information on any item covered in the Highlights, each article is hyperlinked to the appropriate report, which can be accessed by clicking on the title. Images are also linked to relevant resources.

A recording of these sessions is also available for public viewing on the [County's YouTube channel](#).

- Service Simcoe



Tourism Simcoe County Delegated Authority for Municipal Accommodation Tax

As part of the 2017 provincial budget announcement, municipalities were given the authority by the Province to levy a hotel tax, named the Municipal Accommodation Tax (MAT). The MAT revenues must be shared (50% of the tax, less reasonable administration costs) with a not-for-profit tourism organization with a tourism mandate, such as regional tourism organizations (RTO's), or Destination Marketing Organization (DMO's).

The Town of Midland has since implemented a MAT and approached Tourism Simcoe County Simcoe with a request to be the receiving entity of the promotions portion of their tax. Midland will begin implementation of the tax Feb 1, 2024. Staff are in consultations with other municipalities as well and this report is intended to clarify authority for the County to enter into related agreements.



Recycling Services for Ineligible Sources

Ontario's [Blue Box Regulation](#) established that producers of recycling are responsible for the end-of-life management of these products from eligible sources (including residential locations, schools and non-profit long-term care homes/seniors residences). Producers are therefore not responsible for the management of recycling from the Industrial, Commercial and Institutional (IC&I) sector (ineligible sources). Currently, the County provides all IC&I properties with opportunities to participate in the County's waste and recycling collection, provided materials are in similar quantities to a residential unit. Of the ineligible properties, approximately 2,100 properties participate today. In addition, the County accepts recycling free of charge at all waste management facilities for all County residents and businesses.

During the County's transition period (until 2026), recycling from all sources will continue to be collected and processed together, and the costs for IC&I derived materials will be covered by the County. Starting January 1, 2026, producers have indicated they will neither collect nor process IC&I recycling. This means that if recycling collection services were to continue, the materials would have to be separated from eligible source material and the County would be required to facilitate the collection, transportation and processing, and assume 100% of the costs.

Given that the County has no statutory requirement to provide recycling collection to ineligible sources, and the cost would be much higher than the per unit cost of servicing the residential sector, staff recommended to cease the curbside collection of recycling from ineligible sources as of December 31, 2025, and to continue accepting recycling for a fee at all County waste management facilities.

It is the County's belief that the producers of recycling should be responsible for managing all the materials regardless of the source of consumption, and that all property types should be deemed eligible, provided they generate waste in quantities similar to that of a single residential unit. Staff will continue to engage with industry organizations, and advocate to the Province to amend regulations. To further support this, staff asked Council to send a letter to the Minister of Environment, Conservation and Parks, directly requesting amendments to include small IC&I locations and expand the IC&I locations required to recycle.



#ITSTARTS with all of us!

During a break in Council, Warden Basil Clarke joined with Deputy Warden Jennifer Coughlin and County Councillors to raise the #ITSTARTS flag at the Administration Centre in Midhurst. This annual event kicks off #ITSTARTS Month to promote multiculturalism and support inclusion, acceptance, and equity across the region.

#ITSTARTS supports settlement and integration while promoting welcoming communities in Simcoe County. The campaign has been running for eight years and is nationally recognized for its innovative approach. In January 2024, new Train the Trainer Sessions were introduced, offering experienced ambassadors enhanced training.

To take part in this social movement, complete an #ITSTARTS card and share a photo or video through social media using the hashtag #ITSTARTS. Be sure to tag us!

- Twitter:** @simcoecounty
- Facebook:** @CountyofSimcoe
- Instagram:** @countyofsimcoe
- LinkedIn:** @CountyofSimcoe

To get your #ITSTARTS cards in English, French, or a number of other languages, visit www.simcoe.ca/itstarts. The site offers helpful resources, tips, and tools on taking safe and purposeful action against racism and discrimination.

#ITSTARTS flags will once again fly across Simcoe County at various municipal offices and community buildings throughout March 2024.

It Takes a Village



[Committee of the Whole Meeting Agenda - February 13, 2024](#)

[Council Meeting Agenda - February 27, 2024](#)

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