



VILLE DE LAC-BROME
TOWN OF BROME LAKE

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A WORD FROM THE MAYOR

A NEW VISION FOR THE NEXT 5 YEARS!

Dear fellow citizens,

If you did not already know, it is with great pleasure that I inform you that the Town of Brome Lake has now adopted its new strategic plan. This document, which was put together after several consultations held over 18 months, has now received Council approval. It will serve as a guide for decisions to be taken over the next five years.

If one were to summarize the exercise in a single sentence, it would read as follows: Place the emphasis on the preservation of our quality of life while ensuring a harmonious development of our territory. Thank you once again for your active participation in this process. We will come back to this subject later, but I now invite you to consult the plan and take ownership of it.

On another subject, we have sadly enough noted an increase in acts of vandalism against certain of our public facilities. These acts, in addition to being costly, go against the values of respect and pride in our town that we all share.

Let me be clear. This sort of thing will not be tolerated. Over and above the Town's efforts to prevent this type of activity, I would encourage you to remain vigilant and to report any suspicious activity to the authorities and to speak to your children about the consequences of vandalism. Together, let us prevent these acts of vandalism and maintain a safe and pleasant environment for all of us.

Staying with the question of public safety, the Town of Brome Lake welcomed over the last few weeks a new Director of

Public Safety and Fire Chief in the person of Kevin Robinson. I would invite you to meet this new employee by reading about him in this current issue while wishing him best wishes in his new position!

In closing, I recently attended the evening honouring volunteers in Brome Lake. I take advantage of this platform to once again celebrate and honour their work, their devotion, their generosity, and their contribution which has a major impact on our community. In fact, one of the objectives of our Strategic Plan is to support and encourage volunteer activity.

On behalf of my elected colleagues, a heartfelt thank you to our volunteers for everything! ■



VILLE DE LAC-BROME
TOWN OF BROME LAKE



Richard Burcombe
Mayor, Town of Brome Lake

Town of Brome Lake



Strategic Plan 2024-2028

STRATEGIC PLAN 2024-2028: BROME LAKE LOOKS TO THE FUTURE

It is with a genuine feeling of pride that, at the September Council meeting, the Town of Brome Lake adopted its strategic plan 2024–2028, an essential document which defines the priorities over the next five years. This plan, worked out after an extensive consultation, seeks to respond to the present challenges while preparing for the issues of the future.

A Participatory Undertaking

One has to go back to the spring of 2023 to find the departure point for this exercise. This was when the Town of Brome Lake undertook a rigorous process including public consultations, workshops and surveys involving more than 1400 citizens, elected officials and stakeholders. These efforts allowed us to target the main issues and formulate ambitious but realizable objectives for the coming years.

The Strategic Priorities

The Strategic Plan centers around 5 main directions:

- services to citizens that respect diversity while promoting inclusion and a sense of belonging
- a vibrant town with diverse and attractive commercial, cultural, and tourism offerings
- harmonious land development that takes into account the needs of the population, as well as the character and history of the town
- measures promoting ecological transition and biodiversity protection
- modern management and increased collaboration with all stakeholders and partners of the Town

Objectives and Action Plan

The strategic plan is built around 23 specific objectives for each area of intervention. Each one of these objectives is defined by strategic initiatives for which a timetable has been set.

A Vision for the Future

The vision of Brome Lake for the next 5 years is one of an inclusive town where nature and heritage are protected and where development is done in a sustainable and thoughtful manner. Council and the administration undertake to follow the progress of this plan and adjust actions in response to community needs as they may arise.

The new version of this plan may be consulted **on the Town's website**. It is an essential guide for our future with concrete actions. This plan will permit us to build a stronger and more sustainable community. ■

WELCOME, TO OUR NEW DIRECTOR OF PUBLIC SECURITY AND FIRE CHIEF!



Kevin Robinson, the new Director of Public Security and Fire, entered service last May.

The Town of Brome Lake is very pleased to welcome Mr. Kevin Robinson as Director of Public Security and Fire Chief. With his extensive experience in the municipal and federal world, Mr. Robinson, originally from Hudson, has more than 25 years of experience in public safety and fire prevention.

In 2005, after a number of years spent in Nova Scotia where he worked for the Canadian Navy and as a volunteer firefighter, Mr. Robinson returned to his native province to the town Sainte-Angèle-de-Monnoir. Anxious to get involved in the community while he was pursuing his military career, he joined the team of on-call firefighters.

Two years later, he was promoted to part-time director of the town's fire service. He then noticed certain deficiencies of an administrative or logistic nature and decided to restructure operations. From documentation to follow up to the preparation of budgets and the operational plans, Mr. Robinson brought a breath of fresh air to the service while retaining administrative standards.

Then, between 2012 and 2018, he was hired by the federal government as coordinator of ministerial safety and emergency preparedness. As part of his responsibilities, he was called upon to take part in various operations, notably the tragedy of Lac-Mégantic. Finally, in 2020, he completed his training in fire prevention which he had interrupted during his service with the federal government.

For now, he will manage a team of over 60 members including some 30 firefighters, another 31 first responders and the lake patrol. "We are working on some very interesting issues. I'm thinking in particular of the new command vehicle, a leading edge vehicle built entirely for our purposes. In the context of climate change, we must equip ourselves with the best of technology to be prepared for the challenges that await us. It is in this context that I intend to focus my work over the coming years."

In his personal life, Mr. Robinson is a keen photographer and motorcycle rider who believes that he is privileged to be able to work in a bilingual milieu. In short, his all-abiding love for his profession, his wealth of experience and his extensive knowledge are major elements that will ensure the safety of the citizens of Brome Lake and will continue to improve municipal services and fire prevention.

We offer a warm welcome to our new director! ■

VANDALISM: AN UGLY CLOUD OVER OUR COMMUNITY

Earlier this summer, a number of significant acts of vandalism were noted at various town facilities (see below), notably the shade screen installations located near the pickleball field, temporary art installations and other municipal infrastructure. The Town obviously finds such activity deplorable.

The vandalizing of municipal infrastructure is a serious problem which affects safety, quality of life and the finances of the community. When public equipment is damaged there are both long- and short-term consequences. Such damage forces the Town to invest additional resources in time and money to repair or replace the equipment that has been damaged, and these are funds that could have been used to improve other services. These repairs incur unexpected expenses. In the case of the acts of vandalism that took place this summer, the damages have cost thousands of dollars.

Vandalism not only affects the beauty of the town but also impacts the safety of the citizens. For example, a playing field that is damaged might be dangerous for children. In a word, these thoughtless acts have an adverse effect on our lifestyle.

Faced with this situation, a number of solutions can be contemplated. Prevention, by way of education, is a first step. Campaigns aimed at informing youth in general of the consequences of vandalism contribute to the reduction of such behaviour. This is why we have decided to touch upon this subject with our readers in this issue. In parallel, the Town has already installed surveillance cameras in the risk-prone areas and will continue to install others in the medium-term.

Finally, the protection of our municipal infrastructures is everyone's business. As citizens, it is our responsibility to watch over public equipment and to report any suspicious activity, in order to preserve the beauty, safety and function of our public facilities. ■

THIS IS A SUMMARY OF THE ACTS OF VANDALISM EXPERIENCED BY THE TOWN OF BROME LAKE:

Lions Park

During the first long weekend of the summer after the St-Jean-Baptiste holiday, the shade screens which had been installed a few months earlier, in the autumn of 2023, were damaged. The steel structure was damaged (the support installations are now bent, and certain pieces must be replaced) and the shade screen is now misshapen. In the following weeks, four other such screens, for a total of 8, were damaged in a similar manner. The cost of such damage may reach \$5000 per structure.

A sign in the same park was also damaged. Graffiti was also scribbled on the toilet buildings near the baseball field.

Coldbrook Park

A total of seven works which were part of the public art contest Monsieur Lachaise were broken.

Ovide-Dagenais Community Center in Foster

Graffiti was painted on the walls of the building.

Call's Mills Park

The new sign containing information on Call's Mills Park has been covered with black paint, making the information illegible.

*On the left:
The toilet facilities in Lions Park were covered with graffiti.*

*On the right:
One of the shade screens in Lions Park was extensively damaged this summer.*



EXTENSION OF LA CAMPAGNARDE CYCLING TRAIL: A NATURE RIDE IN BROME LAKE!



Last June, the Town of Brome Lake celebrated the inauguration of the extension of the La Campagnarde cycling trail onto its territory. This trail was extended by some 12.6 kilometers and now links Brome Lake with the 97 kilometer network that extends across the region as well as Green Routes 1 and 4.

Originally conceived in cooperation with la Corporation d'aménagement récréotouristique de la Haute-Yamaska (CARTHY), this initiative came about thanks to a subsidy from Tourisme Cantons-de-l'Est and the financial support of the municipalities involved, Waterloo and Shefford. For its part, the Town of Brome Lake, which has been involved in this project since 2018, has invested a total of \$2,000,000 to make this trail accessible to cyclists.

The extended trail was, in fact, a former railway right-of-way used by snowmobilers in the wintertime. It was not therefore particularly usable for cycling in the summertime. This ambitious project required clearing and widening operations in order for the trail to comply with regulatory requirements. It was also necessary to preserve the natural qualities that make it the jewel that it is for the entire region.

"What distinguishes La Campagnarde from the rest of the network," as explained by Annie Turcot, Director General of CARTHY, "is notably that the trail is fully within the forested area, far from vehicular traffic. This makes the trail more attractive because, in addition to being beautiful, it is very safe. With a maximum 2% grade from one end to the other, it is accessible to cyclists of all levels. In short, it is the perfect trail for families and nature lovers!"

The inauguration of this new portion of La Campagnarde was a moment of great pride for the MRCs of the Haute-Yamaska and of Brome-Missisquoi, as well as for the elected officials of Lac-Brome. The Mayor, Richard Burcombe, is very pleased to note the economic benefits of this initiative both for cyclists and for the local economy. "With this additional 12 kilometers of trail, Brome Lake strengthens its position as a recreational and country living destination in Quebec," he added. "This project speaks to our commitment to promote an active lifestyle and to support the development of tourism in our magnificent region."

Dear readers, it's time to jump on your bicycles to try out the trail! ■

THE FIGHT AGAINST INVASIVE EXOTIC VEGETATION: AN ESSENTIAL BATTLE



1. Common water reed
2. Japanese rhubarb
3. Giant hogweed
4. Poison ivy



Invasive exotic vegetation consists of plants introduced from outside of their natural habitat. They are capable of propagating rapidly on the sites where they arrive and may form dominant populations which seriously threatened biodiversity and disturb essential ecological functions. They also create an impact on the economy and may pose a risk to public health in the Town of Brome Lake.

In Brome Lake, 17 species of these invasive exotic plants (two are aquatic plants and the rest are land-based plants) have been identified on 278 sites. Among these are some particularly dominant species such as the Japanese rhubarb and the common water reed. Their amazing capacity to adapt makes their control very difficult and their eradication almost impossible. Experts recommend the prioritization of smaller plant sites which are easier to eradicate, as well as those that represent a danger to public safety or a threat to ecological services. Ecological services are defined by the advantages that they bring to humans. In the wetlands, for example, ecological services correspond to the prevention of flooding and the filtration of water, the habitat of the fauna, etcetera.

A Targeted Approach for Effective Control

Before any intervention, each colony must be studied in order to implement an appropriate control plan. It is important to note that many invasive species respond to control efforts by increased growth. Hence, badly planned steps can have an effect opposite to that hoped for.

In 2022, a first inventory of invasive plants was prepared. This summer an updated plan was prepared to prioritize colonies to be controlled in a resilient and sustainable manner.

The Town of Brome Lake takes the threat of these invasive species seriously and undertakes to invest time and resources to combat them

over the coming years. However, it is important to understand that this is a long fight that requires careful and continued preparation.

Actions Already Taken in 2024

- identification of all invasive plants on municipal land
- eradication of poison ivy at Douglass Beach
- mowing of poison ivy along roads
- eradication of giant hogweed following information received from citizens. Thanks to all who took part. You will soon be able to advise of the presence of these plants using a form on our website.

Next Step: October 2024

Next, we'll begin to control wild rhubarb along the walking path near the Hydro-Quebec station. This intervention in two phases will start by mowing and then preparing the soil for the installation of geotextile sheets. In 2025, landscaping will camouflage these sheets, which have to remain in place for 10 years.

What to Do if You Suspect the Presence of Invasive Plants?

If you believe that you have identified an exotic invasive plant on your property, we would encourage you to consult our information folders **by clicking here** to confirm the identification and find the appropriate control methods. You can also consult **the Sentinelle du gouvernement du Québec**.

We remind you that the Town of Brome Lake has regulations requiring citizens to take steps to eliminate invasive plants on their property. It is always easier to manage a small patch of plants rather than a longtime infestation. It is advisable to act quickly! ■

LAUNCH OF THE 311 SERVICE



The Town of Brome Lake is proud to announce the launch of the 311 service in partnership with CITAM, with whom we work at the present time to offer an alert service and call answering outside of office hours. This service simplifies and seeks to improve access to municipal services for the citizens.

By dialling 311 when you are in Brome Lake, you can obtain information, point out a problem or request certain municipal services. Available 24/7, this new number is your access to municipal services. Remember that the 450 243-6111

number may, of course, still be used to contact the town at any time.

Important!

You must always dial 911 in the following cases:

- an emergency is underway
- you have been the victim of a crime
- someone's life is in danger
- to advise of a fire
- the rapid intervention of the police, the fire department or ambulance services is required. ■

BEFORE CUTTING DOWN A TREE, CHECK IT OUT!



It's important to follow municipal regulations with respect to tree felling. After all, our natural milieu contributes largely to the charm of our municipality. Trees play a crucial role in the preservation of our environment by providing shade, improving air quality, preventing erosion and offering a habitat for local fauna.

Therefore, the felling of a tree or a shrub is forbidden except in certain cases:

- if the tree is sick or dead
- if it represents a safety hazard
- if it impedes the growth of other trees
- if it causes damage to the property
- if it must be removed to carry out public works or construction

Contact the Town Planning Department by sending them pictures of the tree to be felled in order to ensure that the work is authorized.

These rules ensure a balance between the development of the community and the preservation of our heritage while guaranteeing the safety and welfare of all. ■