



VILLE DE LAC-BROME
TOWN OF BROME LAKE

VLB

INFO

TBL

BULLETIN MUNICIPAL D'INFORMATION ■ MUNICIPAL NEWS BULLETIN

SPRING 2024

VOL. 9 - No. 3B

lacbrome.ca & /vlbtbl



Photo: Kevin Brunelle

Happy Spring!



A WORD FROM THE MAYOR

OUR STRATEGIC PLANNING PROCESS IS ALMOST COMPLETED!

Dear fellow citizens,

The preparation of our Strategic Plan is coming to an end, after a year's work by members of Council and the administration, supported by the firm of Raymond Chabot Grant Thornton.

At the end of February, two information sessions were held to share the contents of the five Orientations contained in our plan. I would like to sincerely thank all the citizens who took the time to attend these two meetings. So many of you answered our invitation!

In fact, these sessions were not planned at the outset but, because of the great interest that you showed regarding the process in the past months, we decided to add these meetings in order to ensure that we fully answered all of your needs and concerns.

You will see below that we have highlighted this important exercise on a few pages in this issue.

The roller coaster winter and the early spring that we are experiencing are having significant impact on our road network, particularly the gravel roads. Our teams are hard at work repairing the damage, prioritizing those roads that need the most work. They are doing their best, knowing full

well that they may still be called upon to bring out the snow plows!

This is why you will undoubtedly see several cones and barricades indicating the more dangerous zones. Thank you for reducing your speed when you take one of our unpaved roads.

I want to remind you that the period of spring thaw is in effect in our sector until April 26th. This requires that the loads on heavy vehicles be restricted on all the public roads. This annual measure is implemented to take into account the weakened load capacity of our road network during this period of the year.

In closing, I wish you an excellent spring! ■



Richard Burcombe
Richard Burcombe
Mayor, Town of Brome Lake

A project to illuminate the Mill Pond dam is one of the actions in the 2024 – 2028 Strategic Plan.

STRATEGIC PLANNING 2024-2028: THE CONCLUSION OF A YEAR'S WORK



In only a few weeks, the 2024-2028 Strategic Plan will come into effect. Before turning to the future, let's take a look at the recent past. In February, the population of the Town of Brome Lake was invited to attend two meetings where certain key elements of the process were presented. Over one hundred citizens attended each meeting -- a vivid illustration of the involvement and sense of belonging with regards to the planning process!

This new tool will become the reference point for all the actions undertaken by the Town over the next five years. Although a few changes still need to be made, and the list of actions needs to be expanded, here's a taste of what's been achieved so far. To learn more, [consult our webpage dedicated to the Strategic Plan.](#)

| | |
|---|-----------------------------|
| STRATEGIC PLANNING 2024-2028 IS... | ...1 mission |
| | ...1 vision |
| | ...5 organizational values |
| | ...5 strategic orientations |
| | ...23 objectives |
| | ...and numerous actions! |

| A REVIEW OF THE PROCESS | |
|-------------------------|--|
| March 2023 | beginning of the work and consultation |
| May 2023 | launch of an extensive survey |
| June 2023 | organization of workshops |
| September 2023 | meeting with those aged 45 years and under |
| February 2024 | presentation of the strategic orientations |
| April 2024 | finalization of the action points |
| June 2024 | adoption of the final Strategic Plan |

| SHORT GLOSSARY OF STRATEGIC PLANNING | |
|--------------------------------------|---|
| Mission | The mission represents the purpose of the organization, why it exists, what it does, for whom it does it and also how it does it. A mission statement must be clear, concise and able to pass the test of time. |
| Vision | This is a motivating force and gives the future positioning that an organization hopes to achieve. |
| Organizational values | These serve as a guide to model the identity and image of the organization. |
| Strategic directions | The strategic directions constitute the major guidelines indicating the direction that an organization wishes to adopt to achieve its long-term objectives. |
| Objectives | Objectives are defined as follows: specific results that an organization seeks to achieve as part of its short, medium, and long term strategy. |
| Actions | The concrete steps and the measurable initiatives put into place to achieve the objectives defined in the Strategic Plan. |

Mission

Proud of its history and its natural environment, the Town of Brome Lake offers efficient, responsible services in an enviable living environment to a community looking towards future.

Vision

Surrounded by nature, the Town of Brome Lake is defined by its bucolic lifestyle, its bilingual and inclusive community, its rich heritage, its healthy lake, and its sustainable development.

Organizational values

Respect | Transparency | Integrity | Resilience | Leadership

Strategic directions

• SOCIAL THEME

Services for citizens that respect diversity while favouring inclusion and the feeling of belonging

• ECONOMIC THEME

A dynamic Town Center with commercial, cultural and tourist offerings that are diversified and appealing

• TOWN PLANNING THEME

A harmonious development of the territory, keeping in mind the needs of the population, the personality and the history of the town

• ENVIRONMENTAL THEME

Measures that favour ecological transition and protection of the biodiversity

• GOVERNANCE THEME

A modern management and an increased collaboration with partners and stakeholders

Objectives

ENVIRONMENTAL THEME

1. Assure the sustainability and quality of Brome Lake
2. Put into place methods to manage surface water in the public domain and encourage citizens to do the same on private property
3. Ensure the sustainability of wastewater infrastructures
4. Consolidate the supply of potable water
5. Protect the fragile ecological areas and the faunic interconnectivity corridors
6. Implement actions to fight climate change

SOCIAL THEME

1. Establish measures and activities aimed at increasing the feeling of belonging with regard to the town
2. Offer services adapted to the needs of the various age groups of the population
3. Broaden the availability of leisure sports and cultural activities over the four seasons
4. Maintain the Town's bilingual status

ECONOMIC THEME

1. Support cultural activities as an important economic driver of the town
2. Position the town as a tourist destination
3. Implement a strategy of year-round cultural activities in the Town Centre

TOWN PLANNING THEME

1. Adjust regulations to ensure the sustainability of planning within the territory
2. Ensure the value of the architectural heritage and the protection of patrimonial buildings
3. Increase the capability of welcoming families and workers
4. See to the development and connectivity of active mobility infrastructures
5. Put into place proactive measures of management and control of safety on our roads

GOVERNANCE THEME

1. Increase the opportunities for citizen participation in municipal life
2. Support and encourage volunteerism
3. Promote job appeal and staff retention
4. Work with the MRC and surrounding towns on common issues
5. Ensure a healthy, responsive and innovative management of resources



More than 100 people attended the information session on February 29th at Centre Lac-Brome.

Actions

The following are a few of the actions described to the attendees during the February meetings (others will soon be added to the final plan):

ENVIRONMENTAL THEME

1. Carry out the actions provided for in the Action Plan for a Healthy Lake 2022-2026
2. Put into place informational tools for the population on the importance of sustainable development, the protection of the environment and the preservation of the lake
3. Evaluate the feasibility of a project to manage surface water run-off at Douglass Beach
4. Add new sources of supply for potable water
5. Prepare a Climate Plan to reduce our carbon footprint

SOCIAL THEME

1. Promote and encourage participation in the "Fête des voisins"
2. Improve the activity corridor by adopting the "Plan de mobilité active" (sidewalks, walking paths and cycling paths)
3. Adopt a Family and Seniors Policy
4. Develop infrastructures for winter leisure activities
5. Support any organization that wishes to increase the leisure offering to the benefit of citizens (for example: Tennis Lac-Brome)

ECONOMIC THEME

1. Support the expansion of the Pettes Library, financially and technically
2. Continue to financially support the cultural institutions of the Town of Brome Lake
3. Amend the municipal regulations to better control the type of businesses in the heart of the town and the urban perimeter
4. Implement a revitalization of the Town Center (with a widening of the sidewalks, the addition of urban furniture, etc.) to make it more attractive
5. Implement a project to illuminate Mill Pond dam

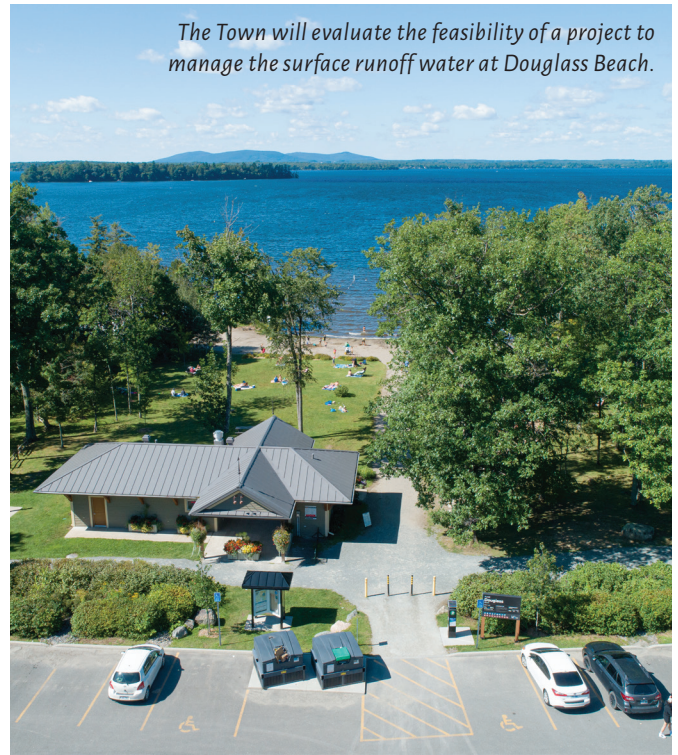
TOWN PLANNING THEME

1. Identify the major priorities for development of the town and put into place a housing strategy that will ensure a rapid implementation of these priorities
2. Update and revise the Town development plan in order to adapt it to the new economic, demographic and environmental realities
3. Improve and put into place criterias for PIIA with respect to the existing heritage structures
4. Act as conductor (acquisition of lots) for the development of residential projects built for and adapted to families
5. Review the speed limits throughout the territory

GOVERNANCE THEME

1. Establish a system for citizen consultation
2. Adopt a policy of citizen consultation
3. Establish a strategy to attract, retain and recognize the value of volunteers
4. Put into place channels to improve internal communication
5. Explore and, if advantageous, enter into agreements with neighbouring cities to share resources in terms of public transit, residual materials, public security, and more. ■

The Town will evaluate the feasibility of a project to manage the surface runoff water at Douglass Beach.



THE UNVEILING OF A HOUSING STRATEGY IS COMING SOON

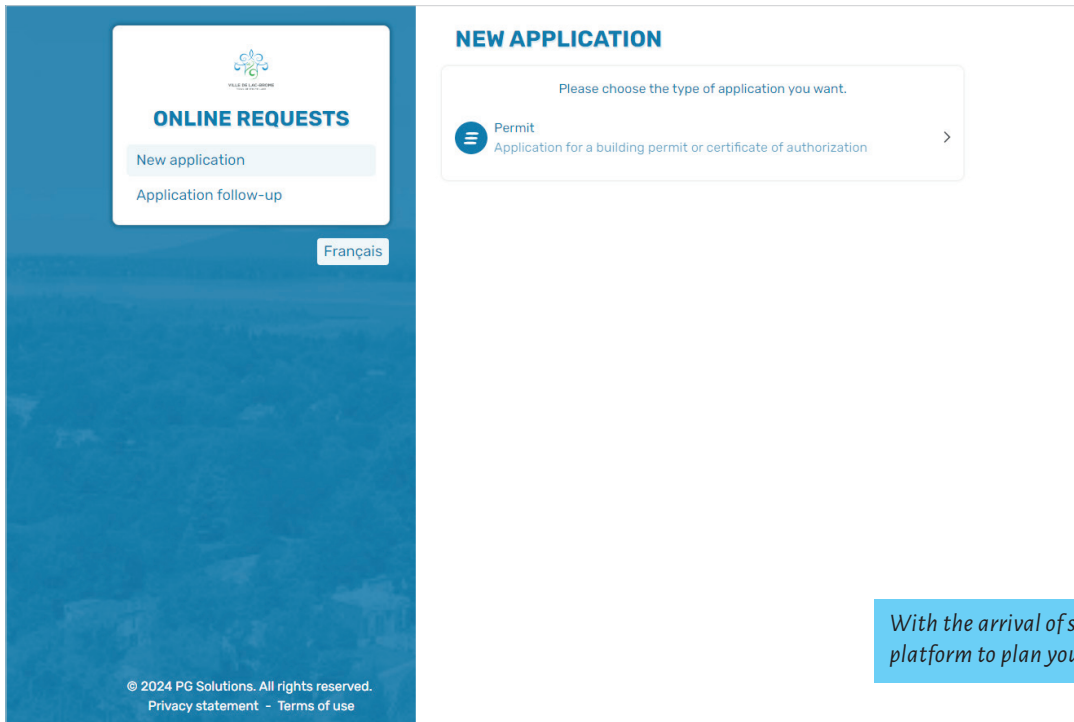
One of the major issues in the 2024-2028 Strategic Plan will be implemented within the first weeks after the official adoption of the document. In fact, this spring, a housing strategy will be unveiled; our first initiative as part of the restructuring of the Urbanism Plan. The objective of this strategy is the development of a diversified housing offer, including options that are attainable and adapted for two priority clientele: seniors and young households.

To learn more, mark **Wednesday May 15th** on your calendar. An information meeting on the housing strategy will take place at Centre Lac-Brome in the evening. More details will follow.



One of the actions in the Strategic Plan aims to financially and technically support the expansion of the Pettes Library.

BROME LAKE GOES DIGITAL!



With the arrival of spring, use our online permits platform to plan your work!

You may have noticed that certain new options are available on our website, for example: permit requests and, more recently, access to tax bills.

These initiatives are part of an effort that the Town will be undertaking over the coming years to make certain services accessible online. The objective is to simplify and improve our citizens' experience, while contributing to a reduction in paper.

The following are some of the projects that are on the drawing board:

| | | |
|----------------------------|-------------------------|--|
| ALREADY OPERATIONAL | Tax bills online | Consult your tax bill online. You may also choose to receive your bill exclusively electronically and to receive deadline reminders by e-mail. |
| | Permits online | Make your permit requests, pay and receive your permits on our website. This covers permits for construction, renovations, demolition, tree cutting, pool installations and many others. |

| | | |
|----------------|----------------|---|
| TO COME | A new website | Our communications team is working on a new, improved and expanded website which should be online this summer. |
| | Citizen portal | As a complement to the new website, the citizen portal is an online platform which will include a series of functions such as a consultation module and an SMS notification system. The intention behind this project is to facilitate interaction and communication between the citizens and municipal services. This will be implemented after the new website is launched. |

LAST CHANCE TO BENEFIT FROM OUR RAIN GARDEN PROGRAM!



Do you wish to have a rain garden like this one?
Take advantage of the Town of Brome Lake subsidy
program as soon as possible!
Taken from the Facebook group *Vive les jardins de
pluie*

2024 will be the last year when you will be able to take advantage of our subsidy program, to a maximum of \$1000, towards building a rain garden in your yard!

This program, managed by *L'Organisme de bassin versant (OBV) Yamaska*, seeks to put into place the best practices of sustainable management of rainwater in several towns in the region, including Brome Lake.

In the context of climate change, the installation of these green infrastructures is an excellent idea to reduce the impact of surface runoff on the health of our lake and to preserve our potable water resource reserves. It is therefore strongly suggested that you consider the possibility of installing a rain garden on your property.

WHAT IS A RAIN GARDEN?

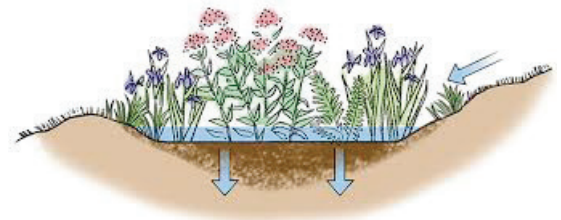
A rain garden is an exterior landscaping feature that can look like a flower bed, made up of indigenous plants such as shrubs, gramineae and flowers planted on a drainage plot. A network of underground pipes directs rainwater to this garden where the rainwater is largely absorbed and penetrates the soil.

This green infrastructure is simple and inexpensive to build, and it allows water to effectively infiltrate into the soil. This is an accessible and efficient solution to the problems of rainwater management for municipalities.

HOW TO TAKE ADVANTAGE OF THIS PROGRAM?

For all the details with respect to grants and how to take part in the program, [visit our web page dedicated to this subject](#). The Town has a \$10,000 budget for this project and candidates are accepted on a first come, first served basis.

Act quickly and take advantage of this program today! ■



OUR ENVIRONMENT



WASTEWATER SPILLS DECREASE IN BROME LAKE!

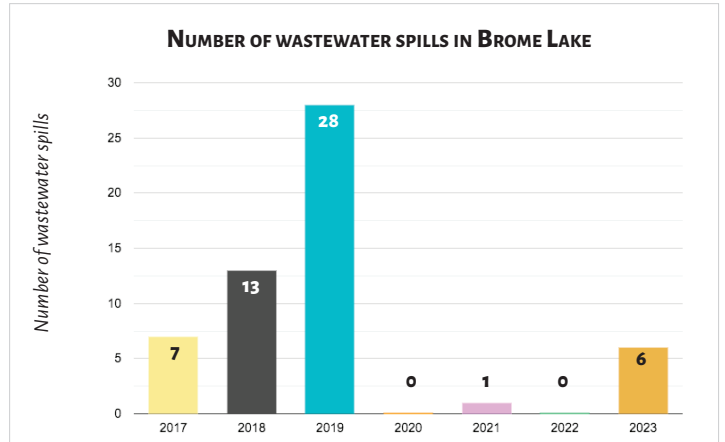
Since 2017, the Fondation Rivières has been publishing a list of wastewater spills in Quebec. This list classifies Quebec municipalities from the worst to the best, based on the wastewater spills per inhabitant. With great pride, we note that the Town of Brome Lake is well positioned on the 2023 list, because of a significant decrease in the number of wastewater spills since 2019.

No events were recorded in 2020 and 2022, with only a single spill in 2021. It should be noted that this spill was controlled and occurred as part of the maintenance of one of the pumping stations.

2022 was the last reference year in the ranking; we must, however, note that six spills occurred in 2023. One of these took place because of a mechanical breakdown of one of the pumps, and the other five during the torrential rains of July 2023. The Townships, at that time, recorded 300mm of rain during the month; a record that surpassed the previous record of 100mm. As a result, the pumping stations overflowed.

Nevertheless, the decrease in spills noted over the past years coincides with the installation of generators in most of our pumping stations to limit spills that might happen during electrical outages or during infrastructure work conducted in certain areas.

Since 2019, the Town of Brome Lake has invested \$250,000 for the purchase of generators to upgrade these installations, comprising 18 pumping stations of which 12 are equipped with backflow capacity (overflow valves).



A CALL FOR VIGILANCE

Even though the results of the last years are encouraging, the Town of Brome Lake remains vigilant and proactive in this matter. In addition to having installed on its territory a program of support and creation of rain gardens which favour the absorption of water at the source, the Town intends to modernize the pumping stations, to increase the capacity of certain pumps and to install measuring instruments in the stations which will calculate the quantity of wastewater that ends up in the lake in the event of a spill.

The wastewater management plan prepared in 2021-2022 will allow the Town to better plan the investments and the compensatory measures necessary for the maintenance of a fully functioning network.

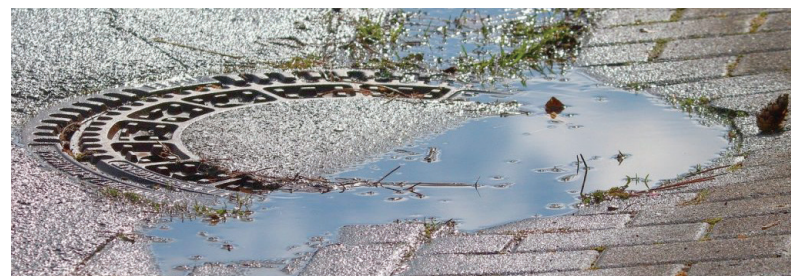
YOUR ROLE

The citizens have a crucial role to play in the reduction of spills and minimizing the amount of water flowing into the sewer network.

It is essential:

- to fix any faulty connections
- to manage runoff water efficiently
- not to throw anything into toilets other than toilet paper.

Water must infiltrate into the soil through appropriate landscaping such as rain gardens, percolating wells and wooded areas. In addition, the reduction of the consumption of water during heavy rains or periods of snow melt constitutes an excellent measure to prevent wastewater spills. ■



WHAT IS A WASTEWATER SPILL?

A spill refers to municipal wastewater that has not been treated and which has been directed into a water course. In the Town of Brome Lake, these spills occur mainly when too large a quantity of water is directed towards the wastewater pumping stations. This takes place mainly during periods of heavy rain or snow melt, when the capacity of the pumping stations is overwhelmed.

This increase in flow can also occur because of the following factors:

- water infiltration into the system if the system is in bad condition
- the capture of water by foundation drains, eavestroughs and sump pumps in residences that are improperly connected to the sewer system
- surface run-off on streets into the sewer system.

It should be noted that the volume of water managed by the pumping stations is linked to the additional consumption of water by citizens which is added to the water already filtered and captured. Electrical outages and mechanical breakdowns (for example: a pump that is blocked by disinfecting wipes) are also factors that contribute to the problematic functioning of the stations.