



ACCESS DUFFERIN COMMITTEE MINUTES

Wednesday, August 16, 2023 at 7:00 p.m.

The Committee met at 7:00 p.m. at the Edelbrock Centre, Edelbrock Room, 30 Centre St, Orangeville.

Members Present: Sean Johnson (Chair)
Trevor Lewis
David Vahey

Staff Present: Caroline Mach, Forest Manager
Rebecca Whelan, Deputy Clerk
Cody Joudry, Director of Development and Tourism

The meeting was called to order at 7:07 p.m.

LAND ACKNOWLEDGEMENT STATEMENT

The Deputy Clerk read the Land Acknowledgement Statement.

DECLARATIONS OF PECUNIARY INTEREST

There were no declarations of pecuniary interest.

REPORTS

1. ACCESS DUFFERIN – August 16, 2023 – ITEM #1
Dufferin County Forest & Rail Trail Overview

Caroline Mach, County Forest Manager, provided an overview of the Dufferin County Forest and Dufferin Rail Trail. The County Forest consists of 2,636 acres of forested area owned and managed by the County. It consists of 14 tracts with the majority located in the northeast corner of the County. Recreational use, such as hiking, cycling, horseback riding, snowmobiling, and hunting, is permitted as outlined in the Recreational Use Policy and By-law.

The Dufferin Rail Trail runs 38 km from Orangeville to Dundalk. Recreational use is permitted, including the use of ATVs, off-road motorcycles, and snowmobiles. The Rail Trail is currently being resurfaced.

The Committee discussed ways to make the County Forest and Rail Trail more accessible and inclusive for use by all groups. They asked if a section of the trail could be marked as wheelchair accessible. The Forest Manager suggested that the Hockley Tract would be the best location for this, as the trails are flat.

The Committee discussed the benefits of developing an accessibility rating system for trails, such as a star rating for slope or terrain. AccessNow is a crowdsourcing app which allows individuals to provide reviews about the accessibility of locations, including outdoor parks and trails. It may be possible to share information about the County Forest and Rail Trail using the app.

It was also suggested that Magnus Cards or something similar might be a good way to invite people with autism to use the County Forest and Rail Trail and make it more welcoming. Magnus cards break down the steps and share what to expect in advance so that there are fewer unknowns.

OTHER BUSINESS

Cody Joudry, Director of Development and Tourism, shared the new tourism branding logo with the Committee for their feedback. The branding will be used for tourism marketing and promotion including on the website, in the Explore Dufferin Guide, and on County boundary signs. The design was based on feedback from a survey asking what colours the public feel represent the County and what activities are top visitor experiences. The version presented has a dark blue background but there will also be a version with a white background as well.

The Committee provided the following feedback:

- Design is too busy from a sensory perspective
 - Hard to focus on and distinguish the fact that the icons form a "D"
- Colours should be limited to two or three
- Adding an outline to the "D" would help to define it and keep the icons fenced in
- The "D" is not a centred image and does not match with the wording "naturally centred"
- Not enough contrast between the background colour and the colour of the words "naturally centred"
- Font size is good and "Dufferin" is fine in upper case
- Would like to see "naturally centred" in lower case

- Background appears black and was hard to distinguish it as dark blue
- The font is stylized and modern

Overall, the Committee would like the design to be simplified.

ADJOURNMENT

The meeting adjourned at 8:15 p.m.

NEXT MEETING: Wednesday, September 20, 2023
Edelbrock Centre, 30 Centre Street, Orangeville ON

Respectfully submitted,

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Sean Johnson, Chair