

Ministry of  
Natural Resources  
615 John Street North  
Aylmer ON N5H 2S8  
Tel: 519-773-4749  
Fax: 519-773-9014

Ministère des  
Richesses naturelles  
615, rue John Nord  
Aylmer ON N5H 2S8  
Tél: 519-773-4749  
Téléco: 519-773-9014



September 6, 2011

Norfolk County  
County Administration Building  
50 Colborne Street South  
Simcoe, Ontario  
N3Y 4H3

Attention: Dennis Travale, Mayor

Subject: Long Point Signage, Public Beach

As the County is well aware, there have been numerous issues/concerns expressed by the cottage residents of Long Point regarding the posting of signs promoting the Crown Beach and the County's initiative to promote tourism in the area. This activity has served to substantially increase the number of non-residents visiting the beach. It has caused the Ministry of Natural Resources numerous inquiries from local residents expressing concerns including garbage, trespass, environmental impacts, noise, etc.

The Provincial Crown as represented by the Ministry of Natural Resources is the owner of the beach at Long Point. The County is promoting and advertising the Crown Beach, as part of promoting tourism in the area. We do not feel that adequate consultation occurred prior to this decision. We also believe that plans were not in place to include the necessary infrastructure to accommodate and deal with the significant increase in public use of the beach. The Ministry of Natural Resources does not have the staff or financial resources to address the numerous inquiries and concerns. It is for these reasons, MNR has never promoted the beach at Long Point for public use and directs visitors to Long Point Provincial Park which has an excellent day use area with the proper facilities and staff. Some will say that the associated Day Use fee limits use however we believe a Daily Vehicle Fee of less than \$20.00 per vehicle is very reasonable. We understand that Norfolk County has been attempting to address the issues that have arisen.

Of note, minutes of COUNCIL-IN-COMMITTEE meeting, May 18, 2010, LONG POINT PARKING STRATEGY, as follows:

- CORPORATE STRATEGIC PLAN LINKAGE
  - This initiative refers directly to Corporate Infrastructure Sustainability
    - Goal A, Ensure Sufficient Infrastructure capacity for the Community

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- **CONCLUSION**

The proposal as presented is a relatively low cost solution which will result in increased on-street parking in designated areas with minimal if any disruption to existing landowner interests.

It is obvious by the numerous complaints received by both agencies that the above statements do not accurately reflect the current situation. I understand that the County has been tasked with the challenge of forming a committee in an attempt to address the issues that have been brought forward. Aylmer District looks forward to an opportunity to participate in the committee. It is our hope that this committee will review the social and environmental impacts of this use and will also include participation by a representative landowner group. I would encourage you to include Sherry Pineo, Area Supervisor on any additional information regarding this committee.

In an attempt to reduce negative reactions from local landowners as well as visitors that believe they are accessing a beach with all of the essential facilities, we would kindly suggest that all signs be removed and any affiliated activities promoting the Crown Beach at Long Point be discontinued. This would allow the committee an opportunity to develop viable solutions for the future that both of our respective agencies can support and take pride in.

Thank you for your cooperation in this matter.



Mitch Wilson  
District Manager  
Ministry of Natural Resources  
Aylmer District  
(519) 773-4710

c: Betty Chanyi, County Councillor  
Long Point Provincial Park