



MAYOR EASTON UPDATE



From the office of Mayor Easton | January 2021 | Issue 2

WELCOME TO MAYOR'S UPDATE



Hello everyone and Happy New Year! It's been some time since the first issue of this newsletter and 2020 certainly was a unique year. Needless to say, the pandemic kept us busy but we're ready to get back into a regular schedule of newsletters. Please look for updates coming to you 3 to 4 times a year.

As always, this newsletter will highlight recent topics discussed by Council around the "horseshoe." I will include updates about community investment projects addressing the long-term needs of Lincoln, news on important issues facing our community, and town activities that bring our community vision to life – **a place to grow, a place to prosper, a place to belong.**

Council and I look forward to engaging and communicating with our residents through a variety of methods. You can keep up to date on all things Lincoln through our website lincoln.ca and our social media channels [@TownofLincolnON](https://www.facebook.com/TownofLincolnON).

AROUND THE HORSESHOE

REFLECTIONS ON THE PAST YEAR AND A MESSAGE OF HOPE FOR 2021

As we reflect on the year that is gone, I am so moved by how our community has come together despite constant reminders to keep a physical distance. We have been resilient, we have been patient, and we have been discouraged. And yet, we continue to be optimistic for a brighter 2021. Our collective efforts are more important than ever. Ultimately, these efforts will make a difference not only to overcome the pandemic but as Lincoln continues to grow.

Lincoln is a leader in Niagara thanks in great part to our robust and growing economy and our high quality of life. The Town invests in more than 90 services and programs that our community desires, needs and deserves. And we



Council celebrating our 50 Faces of Lincoln recipients. L-R: Councillor Pachereva, Carola Pyke, Laurence Pyke, Mayor Easton and Councillor Brunet.

are blessed with a stunning natural landscape that is the playground for people of all ages, abilities, and interests.

I would be remiss not to mention our 50th anniversary. Together, we found a way to make 2020 special for

Lincoln by recognizing some of the outstanding citizens through our 50 Faces project. I'd like to extend my sincere thanks to everyone who was involved in making our anniversary a great success. I'm so impressed at how both individuals and the community were flexible in adapting to our modified celebrations. Your energy and enthusiasm brought glimmers of joy to 2020.

The Celebrate Lincoln Charity Golf Tournament took place over two days, in partnership with Mayor Easton, Town of Lincoln, Lincoln Chamber of Commerce, Niagara Community Foundation and The Rotary Club of Lincoln. This was another adaptation due to the pandemic and we

were still able to raise \$5,850 for the Lincoln Community Fund. This year we involved more businesses from the community through donations of gift cards which in turn helped promote Lincoln restaurants and sparked greater interest in our local tourism and hospitality sector.

It was a challenging year financially for municipal governments including Lincoln – but we have looked for ways to adapt and find efficiencies. We also continue to seek funding opportunities from our partners at other levels of government through our robust Government Relations program.

LOOKING AHEAD

It is often custom at the beginning of a new year to make resolutions for what the year may bring. While there is much good sentiment behind these aspirations, they can often be based on good fortune and often lack follow-through. So I prefer to set intentions, which are supported by workplans, or roadmaps to help us get there. It is also important to remember that every workplan has a timeline and a budget. To use a well-known saying – *“Rome wasn't built in a day,”* and transformational change can only be successful if it happens incrementally.

As a Council, our intention is to make Lincoln the best place in Niagara to grow, prosper and belong. To achieve this, Council has developed a set of priorities:



1. Welcoming:

To be a welcoming community for people, fresh ideas and businesses



2. Connected:

To connect all of Lincoln – people, places and our natural landscapes



3. Vibrant:

To create a happy, healthy, prosperous community



4. Resilient:

To be intentional in building stronger community resilience

Council and staff will work closely on specific goals and projects to help bring these intentions to fruition. Early this year, Council will deliberate the 2021 Budget for the Town of Lincoln and decide which projects and initiatives to prioritize for the year. Please look for updates on our 2021 Budget in the upcoming weeks.



SHOP
LINCOLN.CA

I applaud our local business community who have had to pivot many times in 2020 in order to continue serving the community. In cooperation with the Twenty Valley Tourism Association, the Town launched a successful Hometown Holiday campaign that helped promote local businesses during the holiday season. I'm so pleased to see increased support for the “shop local” movement which is partly a result of communities coming together like never before.



50TH ANNIVERSARY FUN FACT:

The staff of office (pictured here) was donated by the City of Lincoln, England to Mayor Delby J. Bucknall of the new Town of Lincoln, Ontario at the inaugural Council meeting in January 1970. The staff is made from the timbers of Lincoln Cathedral. At every Council meeting, it rests on the Council table as a symbol that the Council is sitting in formal session.

IN THE COMMUNITY

PARKS UPDATE

It was a busy year in parks and open space development as we continue to advance the Council-approved Parks Master Plan. These are vital projects for the physical, mental and social well-being for people of all ages in Lincoln.

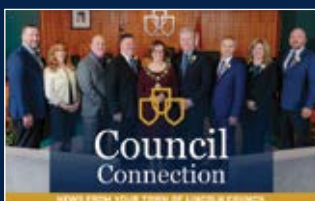
- On Oct. 3, we officially celebrated the opening of Lincoln's skatepark and pumptrack. This is the first phase of the newly developed Rotary Park project which is located north of the Fleming Memorial Centre in Beamsville. The entire 3.66-acre park is expected to be completed this year.
- Development on the Lincoln Museum and Cultural Centre, Home of the Jordan Historical Museum of the Twenty has progressed throughout 2020 despite shutdown restrictions and material delays due to the pandemic. The new facility is now 90% complete with a target completion date of mid-March 2021. Museum staff continue to prepare for the move including finalizing plans for the new and expanded exhibits; developing enhanced cultural programming; and preparing an overall exciting visitor experience to welcome residents and tourists when the doors officially open this spring.



Oct. 3: Councillor Timmers, Mayor Easton & Councillor Reimer cut the ceremonial ribbon at the grand opening of Lincoln's skatepark & pumptrack.

- Implemented as a one-year pilot project in September 2019, Lincoln's first ever leash-free dog area opened in Kinsmen Park. The project was well received and will now become a permanent facility for the community to use and enjoy.
- Construction of Angelina Prokich Park is almost complete with final works expected in spring 2021. We heard from the community during our extensive consultation process to design a neighbourhood park with amenities for all ages.

Lincoln Council will consider some significant parks projects in the 2021 Budget and the Town will be reaching out to you, our community, through various channels of engagement for resident input on what features matter most in your parks. Please stay tuned for more details.



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2020 YEAR IN REVIEW



Mayor Easton congratulating our 50 Faces of Lincoln recipients.



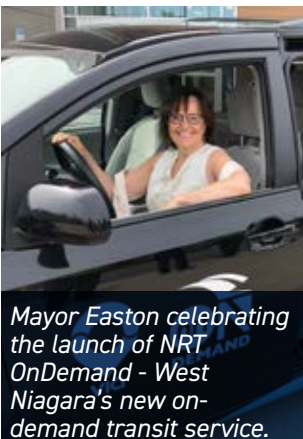
Over the pandemic, the Town sourced face shields for our small business community. L-R: Director of Economic Development & Communications Paul Di Ianni with Mayor Sandra Easton.



Adrian Pennachetti, Councillor Rintjema, Mayor Easton, Councillor Russell, Trevor Donegan and Dave Klassen break ground at Rotary Park.



Mayor Easton welcomes Ontario's Minister of Heritage, Sport, Tourism and Culture Lisa MacLeod in support of tourism.



Mayor Easton celebrating the launch of NRT OnDemand - West Niagara's new on-demand transit service.



Heritage Gift Shop Volunteers present Mayor Easton with the second installment of a \$1M pledge towards the new Museum and Cultural Centre.



Councillor MacPherson, Mayor Easton, Regional Councillor Rob Foster & Director of Economic Development & Communications Paul Di Ianni celebrate local resident Marion McQueen (middle). Marion created and distributed thank you kits to essential truck drivers during the pandemic.



In an effort to transmit a message of hope and solidarity, the Niagara Light of Hope shined brightly in Lincoln.

FURTHER PUBLIC INVESTMENT IN OUR COMMUNITY

ROADS

In 2020, we invested **\$9.7 million** through our Capital Budget in roads, bridges and culverts, with another **\$13.3 million** expected in 2021.

ENVIRONMENT

The work on a major water/wastewater project at **Konkle Creek** is also nearing an end.



In 2021 some of the major initiatives we will prioritize are:



Active Transportation



Shoreline protection



Climate adaptation

Please look for updates on these and other projects in the upcoming weeks.