



82133 Council Line, R.R. #5  
Goderich, Ontario N7A 3Y2

PHONE: 519-524-4669

FAX: 519-524-1951

E-MAIL: [communications@acwtownship.ca](mailto:communications@acwtownship.ca)

## Committee Report

STAFF: Kelly Thomson, Deputy Clerk / Communications Co-ordinator DATE: June 24, 2025

SUBJECT: Short-Term Rental Regulation Proposed Public Consultation Plan

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### Recommendation

For your consideration.

### Background

The Committee has requested that a Public Consultation Plan be developed and brought forward for consideration as part of the review of the Short-Term Rental (STR) Regulation.

### Comment

The objective is to inform the public about the proposed Short-Term Rental Regulation and gather feedback from residents, property owners, and stakeholders before finalizing the by-law. The consultation process would aim to increase awareness of the draft STR Regulation and its key provisions, provide clear, accessible information on how the regulation would affect residents and operators, and collect constructive feedback to identify concerns, gaps, and improvements.

Key stakeholders include STR operators and hosts, full-time and seasonal Township residents, local businesses and tourism operators, housing advocates and real estate professionals, cottage associations and emergency services and enforcement staff.

A variety of engagement activities are proposed to reach these groups effectively. Public commenting would be encouraged through the "Have Your Say" initiatives, which would feature an online feedback form with printed copies available at the municipal office and during the open house. This form would outline key elements of the draft by-law and provide space for written input.

### Open House / Public Information Session

An open house and public information session in a drop-in format is proposed. Township staff and STR Committee members would be available to share information and answer questions. Informative displays would highlight core components of the draft regulation, including licensing, enforcement, and associated fees. The Kingsbridge Centre Basement would be an option as it's a centrally located lakeshore venue to host this event.

### Dedicated Webpage

Use our dedicated webpage to host the full draft by-law, summary highlights, frequently asked questions, a commenting form, and contact information. An infographic version of the by-law would also be featured to help residents easily understand the proposed rules. In addition to digital engagement, written submissions would be welcomed and encouraged from all interested parties.

### Timeline

The tentative consultation timeline is proposed for September 2025.

Phase	Dates	Activities
Launch Consultation	Week 1	Announce draft by-law, post online, begin promotion
Commenting Period	Weeks 1-4	Accept online and paper feedback
Open House	Weeks 2-3	Hold public event
Council Report	Week 5-6	Compile findings and present to Council

### Communications Strategy

A communications strategy would support the consultation. This would include a social media campaign sharing posts about key by-law points, email notices sent to known cottage associations, and a formal news release distributed to local media and posted on the Township's website. Posters and flyers would be placed in high-traffic areas such as the Township office and community kiosks. Highlights of the draft regulation would also be included in Council's Monthly Highlights and featured in the Township's Summer/Fall newsletter.

Following the consultation, a report summarizing community input would be published. The draft by-law would then be revised based on public feedback, where appropriate, and the updated version would be presented to Council for consideration and adoption. The final decision and implementation plan would be communicated to the public to ensure transparency and preparedness for the regulation's rollout.

### Others Consulted

Florence Witherspoon, Clerk

Respectfully submitted,

Approved by:



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Kelly Thomson  
Deputy Clerk / Communications Co-ordinator

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Mark Becker  
Chief Administrative Officer