

# MAYOR EASTON UPDATE

From the office of Mayor Easton | Winter 2022 | Issue 4



## WELCOME TO MAYOR'S UPDATE



Welcome to the Winter 2022 edition of the Mayor's Update.

Whether you're a long-time resident or a newcomer to Lincoln, I hope that Lincoln is the most welcoming and inclusive home for you, your family and your business.

As individuals and as a community, we have confronted many challenges over the last two years – and I would like to thank everyone in Lincoln for your resilience, kindness and care during this time.

This newsletter highlights recent topics discussed by Council around the virtual "horseshoe" and includes 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 current projects and initiatives in Lincoln at our new public engagement site, **[SpeakUpLincoln.ca](https://SpeakUpLincoln.ca)** and our social media channels **[@TownofLincolnON](https://twitter.com/TownofLincolnON)**.

## AROUND THE HORSESHOE

### Rising to the Challenge in 2022

In Lincoln, we continue to strive for excellence in all that we do, and I see this year as a springboard for even greater things to come.

We have created welcoming and meaningful community spaces for all through investments in parks, culture, and open spaces. Last year, this included the completion of some important community infrastructure projects – most notably Rotary Park, Prokich Park, the Konkle Creek Trail, and the grand opening of the Lincoln Museum and Cultural Centre – Home of the Jordan Historical Museum of the Twenty. Many more community investments are budgeted for this year – stay tuned for more updates as the year progresses.



We will continue to focus on sustainable development and ensuring that when building applications come forward, development aligns as closely as possible with our long-term goals of:



- **Creating vibrant urban centres;**
- **Sustaining a strong economy;**
- **Ensuring a healthy environment;**
- **Addressing urban sprawl through infill and higher density development; and**
- **Creating more opportunities for housing affordability through a variety of housing options.**

At the same time, we recognize that provincial and regional policies identify Lincoln as a designated place to grow. Growth must find a balance within these parameters, while protecting our rural areas.

Through **ShopLincoln.ca**, we have supported and promoted local businesses in cooperation with the Downtown Bench BIA and Lincoln Chamber of Commerce. We're excited to launch the new Niagara Benchlands tourism brand in 2022 and draw more interest to our growing local tourism economy.

A wide banner image featuring a lush green vineyard under a sunset sky. A large, dark green, wavy graphic element on the left side contains the text 'NIAGARA BENCHLANDS' in white, bold, sans-serif capital letters.

**NIAGARA  
BENCH  
LANDS**

## **Advocating for the Lincoln Community**

We continue to make strides through our focused and persistent advocacy efforts with other levels of government, demonstrating that a strong local government relations program can truly support our local business community and overall economy.

Town Council and Staff recently attended the 2022 Rural Ontario Municipal Association (ROMA) Virtual Conference. Town of Lincoln delegates met with provincial ministers and MPPs to discuss key priorities, programs, and initiatives to help realize the Town's vision of sustainable economic growth, supported by investments in infrastructure and other important community-focused projects. It was a fruitful discussion that has already lead to confirmed funding for the Senior and Active Living Centre (SALC) to the maximum allowed amount of \$42,700.

Key priorities and projects discussed include additional funding requests for skills training through our Youth Skills Studio in collaboration with Civiconnect, funding for the Niagara Escarpment Crossing to reduce commercial vehicle traffic through core areas, and continued support for our thriving craft beverage industry by urging the province to eliminate the 6.1% tax applied to VQA wines.



## Stay Engaged and Empowered

We believe it is important to provide opportunities for community members to engage in real dialogue with staff and Council. To this end, our online engagement platform, **Speak Up Lincoln**, is a place where you can learn more about Town priorities, ask questions and engage with the Town at a time that's convenient for you.

**"Thanks for listening!"**

— Anonymous Participant  
in 2022 Budget Survey

Since we launched Speak Up Lincoln a year ago, the site has welcomed close to 12,000 visitors, and more than 1,000 community members have engaged on our site by filling out surveys, sharing information or asking questions about one of our many projects.

We also encourage you to participate in public meetings and Council/Committee of the

Whole meetings by registering as a delegate.

Please feel free to reach out to me personally by e-mail at [seaston@lincoln.ca](mailto:seaston@lincoln.ca), or visit [SpeakUpLincoln.ca](http://SpeakUpLincoln.ca) to learn what's happening in your community and connect with staff.

We are working together to help build on these ongoing conversations that will move Lincoln forward to a bright and prosperous future!

**“speak up  
LINCOLN”**



**TAKE THE  
SURVEY**

We are looking for community feedback on the redesign of our website, [Lincoln.ca](http://Lincoln.ca). Please take a short survey at **Speak Up Lincoln** and help us understand how we can better serve the Lincoln community through our website.

## UPCOMING EVENTS

### The Lincoln Chamber of Commerce

The Lincoln Chamber of Commerce is hosting their annual events in person once again. Visit the Lincoln Chamber of Commerce website for details:

### Politicians' Breakfast

**MARCH  
25**

### Mayor's State of the Town Luncheon

**APRIL  
27**



Photo on front page banner credit: Geet Chahil Photos