

Tourist dollars target of North Halton association

Business people in Acton, Georgetown, Milton and surrounding areas are banding together to take dead aim at attracting more revenue from Ontario's second largest industry, tourism.

Thursday night a North Halton Tourism Association was officially born.

A press release outlining the entire plan was given out Friday. Following is the text of the release:

"When you tell people where you live, how many times have you been asked 'Oh where's that?' If you live in a community in North Halton this probably happens quite a few times. Unfortunately for local business operators it happens too many times.

In general people who live outside the North Halton area don't know the exact location of Acton, Georgetown, Milton and the outlying communities. These people are missing one of Ontario's most naturally beautiful areas, boasting the Niagara Escarpment, numerous lakes and streams, rolling hills, and beautiful forests.

The towns and villages in the area—Milton, Campbellville, Eden Mills, Rockwood, Acton, Limehouse, Glen Williams, Norval, Georgetown, Ballinacree and Terra Cotta, compliment this

natural beauty with a common Heritage theme. The Ontario Agricultural Museum, the Halton County Radial Railway, and evolving leather theme town (Acton), apple farms, craft and boutique villages and Country Inns collectively constitute a Heritage microcosm of Central Ontario.

"Each of these component communities and individual operations within and between them have had varying degrees of success in attracting tourists but as proven with the immensely successful and very analogous relationship between the communities of Elmira, St. Jacobs, Elora and Fergus, a regional approach is needed to compliment and foster these more local thrusts. The wider the area of co-operation the greater the benefits that are available to the individual participant. This is realized in terms of savings on advertising, printing, and media support.

"A concerned group of local business operators seeing the problem and realizing the great potential of this area drafted a proposal for area tourism and commercial development. The proposal stated "There are three major functions which must be performed if we are to begin to harvest these benefits: 1) Co-ordination within the

North Halton Area; 2) Liaison with, and the lobbying of, various levels of government to achieve the maximum levels of financial and non-financial support; 3) Promotion.

"It is proposed that a non-profit, non-share capital corporation be established as the body to fulfill this role.

"Individual businesses and operations which would benefit directly from tourism would be offered to join the association for a tax-deductible membership fee.

The proposal was presented to other interested business operators at a meeting on Thursday and was formally accepted. A North Halton Tourism Association has now been officially established.

"The proposal to create the association had already received full support from Halton Hills Mayor Peter Pomeroy; Milton Mayor Gordon Krantz; Halton Region Business Development Officer, Brent Kearse; Festival Country General Manager, Robert McConkey; besides other business associations in the area.

"Steve Dawkins of the oldde Hide House in Acton, who has been largely responsible for the major part of the formation of the association, was elected to the office of president. Others elected to

the Executive Committee are, vice-president, Rick Glugosh, Jack Tanner's Table Acton; Secretary Joan Johns, Halton County Radial Railway; Treasurer, Cindy Lindsay, Ontario Agricultural Museum.

"Elected as members of the Board of Directors were: David Banks—Eden Mills General Store; Victor Brookes—The Country Gallery, Terra Cotta; Tom Chudleigh—Chudleighs Apple Farm, Milton; Kelly Crawford—Pine Valley Farms, Norval; Ray Domenico—Mohawk Inn, Campbellville; Pat Hearn—Schneiders Reliable Sweets, Rockwood; Yvonne Ingersoll—Glen Gift Shops, Glen Williams; Agnes Olive—The Forge, Terra Cotta; Tom Reed—Georgetown Motor Inn; Chuck Zukowski—Heritage Inn, Milton.

"It was felt the number, complexity and immediacy of the proposed projects necessitated the hiring of an Executive Director.

Jo Lister has been retained to fill this position.

"Jo Lister has worked for several years in a marketing capacity for McDonald's Restaurants. Previous to that she held the position of Executive Director at the Georgetown YM-YWCA. A long time resident of the area, Jo is enthusiastic about the potential of the area and the opportunity to be

involved in providing a vehicle to co-ordinate and promote tourism and business development for the area.

"Full membership will be open to tourism related businesses and operations with the fee based on the number of employees. An associate membership will be available to businesses that will benefit indirectly from increased traffic levels (e.g. gas stations, variety stores). Jo Lister announced that to launch the membership drive there will be three area meetings, at which time a full presentation will be made explaining the benefits of membership and the proposed projects.

Meeting for Acton, Rockwood, and Eden Mills is August 9 at 7:30 p.m. at Jack Tanner's Table in Acton.

"Meeting for Milton, Campbellville, and Norval, is August 10 at 7:30 p.m. at Ontario Agricultural Museum.

"Meeting for Georgetown, Glen Williams, Norval, Terra Cotta, Limehouse, and Ballinacree, is August 11 at 7:30 p.m. at Stewarttown Hall.

"All interested persons are invited to attend these meetings. If more information is required please contact any of the members of the Board of Directors or call Jo Lister at 877-1078.

newsmakers

Georgetown/Acton, Wednesday, August 4, 1982

Co-operate or be closed, Cole warns Cher Home

An Acton rest home may be closed by Halton's health department unless its operators become more co-operative with Regional staff.

Dr. Peter Cole, medical officer of health, issued an order last week demanding that the operators of Cher's Rest Home, on Main St., Acton, allow his public health inspectors and nurses unrestricted access to the records and residents of the home, as required by the Ontario Public Health Act, or the 11 bed facility would be closed down.

Dr. Cole told members of health and social services committee last week that his staff has experienced "intolerable abuse" from the operators of the home, and other people not connected with its operation.

"In the last week three of my nurses have come back to the office crying because of the intolerable abuse they have suffered from the operator and their associates," he said.

"These are the same nurses who have been bending over backwards to help the Cherwonlaks for several months now," he added.

Cher's rest home is operated by Brian and Tryphena Cherwonlaks.

The Cherwonlaks have stated they feel they are being harassed by Regional staff because they have been pressing the Region for subsidies they feel they are owed for care provided to three residents between 1980 and 1981.

Halton pays rest home operators a subsidy for care provided to social services clients, but only when the operator signs a purchase of service agreement and meets standards set out by the Region.

Regional staff have consistently denied that the Cherwonlaks are being harassed or subjected to a greater than usual number of inspections or visits.

In a report to the committee, Dr. Cole noted that between March 23, 1981 and July 10, 1982, public health nurses recorded 44 contacts with Cher's Rest Home.

The facility was examined by public health inspectors 26 times between Aug. 22, 1977 and June 15, 1982 and was contacted 34 times between March 11, 1980 and April 28, 1982 by social services department representatives.

Other rest homes in the Region have been contacted between 32 and 60 times during the same period.

"Upon reviewing the material attached from the Health Department, there is no doubt that there has been frequent contact. However, I do not believe that health department staff have acted beyond what was necessary to ensure that they



were fulfilling their responsibilities under the Public Health Act," wrote chief administrative officer Dennis Perlin in a separate report on the controversy surrounding Cher's.

In the same report, Perlin admitted that several of the contacts between the public health department and the rest home were caused by complaints and allegations against the operators made by residents, the families of residents or other people in the community.

"Whether the allegations turn out to be unfounded or not, surely the Medical Officer of Health and his staff must follow through on an allegation that is made to make sure that there are no breaches of the requirements," Perlin added.

Public concern over relations between Halton's health department and the privately owned rest home was raised by Milton Ward 1 and 3 Regional Councillor Bill Johnson who reported allegations that had been made to him about strong-arm tactics used by Dr. Cole during an inspection of the home last year.

Following a Regional staff report concluding

that those allegations were unfounded, Johnson suggested a special committee be established to investigate rest home conditions and standards in Halton.

That suggestion was tabled by Regional Council pending a decision on a possible inquest into the death of a former resident of Cher's who was admitted to Guelph General Hospital suffering from badly infected bedsores.

Gerald Punnett, a Guelph lawyer representing the Cherwonlaks, told committee members last week that he felt all of the problems between his clients and the Region were the result of a "breakdown in communications between my clients and this department."

Punnett said allegations have been circulating through the Acton community about residents of the home being assaulted and money being taken from some of them.

"We are trying to find out who made those allegations and when we do we will issue writs for slander," he said, adding later that two other slander actions have already been started by the Cherwonlaks for other allegations

"Dr. Cole is saying there have been some problems, but there have never been any problems. There has never been any trouble with either Mr. or Mrs. Cherwonlaks welcoming public health nurses," he said.

While the Region does not actually place residents in rest homes, it does provide citizens seeking advice with a list of homes that have signed purchase of service agreements.

Punnett noted that he recently telephoned the Regional headquarters asking for that information and discovered that Cher's is not among the list of homes, despite the fact that Halton has an agreement with the Cherwonlaks.

"It's things like that that lead me to believe there is some persecution of Cher's Rest Home," he told committee members.

Punnett also accused the Region of being at least partly responsible for the breakdown in communications because several of the allegations that led to visits by Regional staff had never been reported to the owners.

"When allegations are made I'm asking that you at least approach the rest home operator about them," he said, noting that even statements about the bedsores of the resident who died, "came to us through the backdoor."

"At the very least you should give her the chance to answer the allegations before you go into long reports. I believe she is running a clean establishment and is taking good care of her residents," he added.

Dr. Cole stated that the major interest of his department in the home was to ensure that the residents were receiving proper and adequate care for their needs.

"There has been a concern that some new residents may require a higher level of care than is appropriate for that home," he said.

He also noted Mr. Punnett's comment about a breakdown in communications and said some of the information about patients that reached Regional staff left them with the impression that important facts were being withheld from them by the rest home operator and that this was impairing their ability to adequately judge the quality of care being provided.

That was the case with the bedsores suffered by the patient who died, he said, adding that the ulcers became a concern to public health nurses because they hadn't heard about them from Mrs. Cherwonlaks.

"We know that when these things happen, they are usually beyond the expertise of the average

rest home operator," he said.

If the developing ulcers had been reported to public health nurses, they could have provided the Cherwonlaks with necessary advice and assistance, Dr. Cole added.

In a confidential report to committee members, Dr. Cole said his order to the Cherwonlaks had been issued because of their "totally unco-operative" attitude in recent months.

"Most recently, the operators of the Rest Home have been totally unco-operative in allowing the staff of the Health Department to fulfill their responsibilities in this particular area," he wrote.

Dr. Cole added that on two separate occasions his staff were denied access to records and patients of the home and "experienced verbal abuse at a constant and intolerable level."

"Consequently," he concluded, "in view of the fact that there have been a number of circumstances that have made us suspicious about the quality of care in the Rest Home and because we have been unable to have access to the patients, or co-operation from the operators, I felt that it was essential that we identify those changes that must be made in order to allow us to fulfill our responsibilities. If these changes do not occur, it will be necessary to deliver an Order of Closure since there is no way of determining whether or not our suspicions can be substantiated."

The order compels the Cherwonlaks to provide Regional public health inspectors and nurses unobstructed and unrestricted access to patients and records of the home to ensure that patients are receiving proper care and treatment.

Acton Councillor Dave Whiting, a member of the committee, told the rest home delegation that allegations and problems only become public knowledge, "because you stand up and tell everyone".

Johnson said last week he is still not satisfied with the results of the meeting between the committee and the rest home's lawyer. "We'll see how it goes for the next few weeks."

Dr. Cole said after the meeting he is hoping some provincial regulations spelling out the responsibilities of rest homes will be forthcoming from the province. One region, he said, closed a rest home because of concern for the health and safety of its residents.

"If I were unable to get information regarding the condition of a patient in a rest home I wouldn't hesitate to close it. If someone were to die in a rest home here I would consider myself responsible."

Birth control programs are necessary MOH Cole claims

By STEVE ARNOLD

Anyone who's old enough to get pregnant is old enough to know how not to.

That was the philosophy Dr. Peter Cole took into organizing Toronto's first Birth Control Week campaign in 1977.

Birth control is also a subject Dr. Cole, now Halton's medical officer of health, feels strongly about—so strongly in fact that some of the events surrounding that first campaign created a minor public storm.

Last week, one of those events was resurrected when Rev. Ken Campbell, the colorful leader of the Renaissance movement, sent a letter to Regional council saying Dr. Cole should apologize to parents and educators he offended with statements made during that campaign five years ago.

Rev. Campbell's comments came on the heels of a controversy over allegations that Dr. Cole used "strong arm" tactics unnecessarily during an inspection of a rest home in Acton.

That tempest ended with Regional council extending an apology to the doctor for the unfounded allegations.

Referring to Rev. Campbell's statements, Dr. Cole admitted that not everything connected with that first Birth Control Week campaign was a point to be remembered fondly.

"I did some things differently then because of the time pressure we were under," he said in a recent interview.

Among the actions which drew the criticism of Rev. Campbell, was the fact that Dr. Cole took his proposed campaign directly to high school principals, rather than the Board of

Education.

Eventually, 11 principals refused to take part in the campaign, because it has not been endorsed by the Board of Education and Dr. Cole admitted he was surprised at their action.

"I was surprised and taken aback at the fear they expressed of something that had been generally, but not officially, supported by the Board," he said.

"At no time was there ever any rejection of the concept," he said, adding that in subsequent years the program has been presented to trustees first.

"After that problem things have gone very well, but I never felt particularly pleased with the first year of the program," he said, adding "I learned something about diplomacy in the first year."

Dr. Cole said that in starting a program to promote birth control, he knew that he would face opposition and bitter feelings from some quarters.

In several efforts to advance the cause of intelligent birth control and prevention, Dr. Cole said he has encountered problems by people opposed to the topic itself.

He noted one incident in Toronto where an alderman expressed public dissatisfaction with a pamphlet he was distributing, even if it had been circulated to and approved by seven priests.

As for Rev. Campbell's contention that Dr. Cole's programs were an invasion of rights of parents, there really isn't a disagreement, he said.

"The first and foremost sex educator

should be the parent," he said. "I don't disagree with that really, but that philosophy breaks down when the parents aren't willing or able to communicate that information."

Rev. Campbell's contention is that birth control information should be provided within the context of Judeo-Christian values.

"Children should be taught to keep the fire of their sexuality confined to the fireplace, which is marriage," he said in a recent interview.

Value statements like that, Dr. Cole said, are all right for Rev. Campbell, "but in a public school system you have the problem of deciding whose values to teach."

"In a system like that, there can't be a lot of judgement about whether or not it's good to have premarital sex. All we can do is provide children with the information they need so that they can make informed choices. That has always been my approach," Dr. Cole said.

He added that even children raised with the type of values Rev. Campbell holds will not always stick by them when exposed to the temptations of life.

"If Rev. Campbell feels his children should not be sexually active until they are married, he should impart that information to them, but it doesn't mean that they won't be," he said.

"I believe it's more important for us to try to prevent pregnancy by giving our children information, than by trying to exert sexual control over them," Dr. Cole added.

"I'm not saying that people should or shouldn't be sexually active, or at what time they should become active," he said.



DR. PETER COLE

Self control better says Campbell



KEN CAMPBELL

Regional councillors climb on restraint bandwagon

Wage restraints and program cutbacks are among the ideas being examined by Regional councillors as they climb aboard the spending restraint bandwagon.

Councillors recently expressed their general support for a Lambton County resolution calling for wage restraints in government.

In addition to taking a hard line with staff during next year's salary negotiations, a study has also been ordered into the steps that can be taken now to trim some money from the 1982 budget.

Restraint and spending cutbacks have become a politically popular idea since the release of the latest federal budget calling for a campaign to limit wage growth to six per cent next year as a means of reducing inflation.

The steps approved by Halton Regional council, however, didn't have the complete support of all its members.

"All this is, is a political statement that capitalizes on the popularity of the word restraint," said Burlington Coun. Walter Mulkewich.

"This is a back door,

low key approach to something very dangerous because we are trying to fool people into thinking we are doing something about inflation by picking on one group, namely Regional employees," he added.

Rather than picking on its employees, he continued, Halton right for the Region to budgeting procedures and priorities, which would be the way to actually accomplish something.

"We should dig our shoes in and show some leadership, rather than just words," Mulkewich added.

Burlington Councillor Steve Toth said he didn't think it would be right for the Region to "backtrack" on its contracts with employees to limit them to a six per cent raise, but he felt some benefits could be gained by carefully reviewing staff openings before they are filled.

"We should be very careful not to replace people who leave unless we really need them," he said.



Rural dumping scene

Annoyed by garbage he spotted tossed along the Eighth Line, Jeff Lorrman snapped this shot which tells the story. Much of the refuse along rural roads has been eliminated in the last decade as counsels got tough with offenders but there are still pockets where garbage is strewn about marring the rural scene. It offends rural residents and unless it decomposes early can sit for months without being picked up.