

## ANYTHING GOES AT THE PENNY CARNIVAL



Chantelle Bennette, 3, was a bareback rider Thursday evening in the town's summer parade through downtown Acton. The pretty youngster was dressed up as an acrobat. She takes part in the Acton tot lot program. (Herald photo)



You don't want to mess around with these gals. Elskelyn Boks, 11, with her red Mohican hairdo and purple lipstick and Lisa Rodenburg, 7, with her punky glasses are involved in the recreation department's summer activities program. Thursday they took part in the parade through Acton. (Herald photo)



From rock and roll to Boy George to punk and beyond, the youngsters in the recreation and parks department parade had it. They had fun dressing up in their favorite musicians's gear last week. (Herald photo)

# Our tourism pitches too fragmented: report

By ANI FEDERIAN  
Herald Staff

Less than \$100,000 is being spent annually in tourism promotion in Halton.

That's what a regionally hired tourism consultant estimates.

Although over 30 local organizations in Halton claim a tourism interest, only two have tourism budgets above \$30,000.

The majority of local businessmen claim they market to area residents and don't spend on outside advertising, a report by Peter Barnard Associates says.

This makes for a fragmented, localized interest pitch, not serving the entire region, nor en-

couraging visitors to stay longer in Halton to take part in other activities in the region.

The new region-wide organization for promoting tourism in Halton will have a large selling job to do, consultant Carolyn Kearns of Peter Barnard Associates said.

Not only will it have to convince businessmen that they're into tourism, but that it will be to their benefit to promote tourism in the entire region, and not just locally.

There are about 200 operators now who would see benefits from such a tourism organization, Ms. Kearns said. "This is something

similar to running an election campaign." Halton Hills Coun. Mike Armstrong noted. "You have to have money and enthusiasm. What's the enthusiasm level like, good? Because if you don't have it, there's no point."

"When I began, I thought you guys were nuts in your idea of

developing tourism," Ms. Kearns said frankly. "In the course of this study ('A Tourism Strategy for Halton') I became firmly convinced that not only was tourism an economic opportunity for Halton but that it was under-realized."

She said people need to be convinced that tourism is of benefit and value to them.

## ABOUT THE HILLS

### Library invites Whole Loaf

The Whole Loaf Theatre will be entertaining at the Georgetown Library on Aug. 7, 1983 at 2 p.m.

Their performance includes puppetry, instrumental music, banners and picture stories. A limited number of tickets are available at Georgetown or Acton Library at a cost of .50 each.

This concert is brought to you through Outreach Ontario, a program of the Ministry of Citizenship and Culture. For more information about Children's Library summer programs call either the Acton Library at 853-0301 or the Georgetown Library at 877-2681.

### Pomeroy can declare

If disaster should strike Halton, regional chairman Peter Pomeroy is the one to declare the situation an "emergency."

That's what the emergency planning act states.

"If it happens outside of office hours and if we can't get hold of Pete, can we have an alternate that can declare an emergency?" Burlington Coun. Joan Little wanted to know last week.

Chief administrative officer Dennis Perlin said regional staff are permitted to take action anticipating an emergency, prior to the chairman declaring the situation an emergency.

### Tourism feedback

Now that the third volume of the Halton Tourism Study by Peter Barnard Associates is out, the region wants to get feedback from area municipalities, local chambers of commerce, business improvement areas, the Ministry of Tourism and Recreation, the Credit Valley Conservation Authority, Festival Country and others.

### Unwanted tourism?

The prospect of having Halton crawling with tourists didn't appeal to one regional councillor. Oakville's Carol Gooding said she was concerned about having an influx of tourists in the region.

"Is this an economic opportunity this region wants to have a role in promoting?" she asked last week. "If we don't manage it sensitively, we may get that influx in a way we don't want."

## Victims may settle out of court

By ANI FEDERIAN  
Herald Staff

The legal firm representing a Georgetown man who tumbled out of a ferris wheel seat in April is hoping to settle out of court.

Lawyer George Kilpatrick of Dutton, Brock and Sommers of Toronto told The Herald he's had preliminary contact with the insurer of Fairmount Amusements, and is hoping to set up a meeting August end with Royal Insurance Company representatives.

April 19, Martin Ebling, 44, and his five-year-old son Michael were on the ferris wheel at the Georgetown Market Place when their chair, along with four others, fell out.

The two Georgetown residents fell 25 feet to the pavement. Michael suffered cuts and bruises, but his father was seriously hurt, with skull injuries and scalp lacerations.

The other ferris wheel chairs were fortunately empty and no one else was injured.

"I'm fairly confident we'll be able to settle out of court," Mr. Kilpatrick said. "I have given them (Royal Insurance) medical information I have, and my thoughts of how much the case is worth."

When asked, Mr. Kilpatrick said he wasn't free to disclose how much he was asking for for an out of court settlement.

The meeting between the two parties will be "without prejudice", meaning the two sides will be free to disclose information and try to negotiate a settlement.

This is a common practice which can do away with a formal lawsuit. If no settlement can be reached, then a lawsuit is the next step in the process.

## No disaster TV stars wanted

Politicians shouldn't be tripping over themselves to get in front of the television cameras during an emergency situation in the region.

That's what Burlington Coun. Joan Little says.

"There should be mandatory instructions regarding how councillors act in an emergency, and their role," Coun. Little said.

She doesn't want councillors looking to make political hay for themselves getting in the way.

Oakville Mayor Harry Barrett said his councillors acted in a responsible and co-operative manner during the Mississauga train derailment disaster, helping as

messengers. "You'll always get the odd one who'll want to be front and centre to get in front of the camera, (even if it means) stepping over the injured," Mayor Barrett said. "Most people respond in

a responsible manner." Chief administrative officer Dennis Pelin said councillors will be kept informed as to what's going on during a disaster through the officer of the regional chairman or mayor.

## Emergency measures for pets

The region has a new emergency plan that even takes care of pets and their feeding.

Next Wednesday, councillors are expected to approve this regional emergency plan and its

social services emergency plan, and give the clerk and regional chairman the go-ahead to sign an agreement with the Canadian Red Cross Society branches and units in Halton.

The original emergency plan for Halton has been streamlined and made easier to understand.

The regional plan goes into effect on the say of the regional chairman, either at the request of a mayor or on his own initiative, where an incident directly affects two or more Halton municipalities.

The plan operates through a control group including local officials, fire chiefs, the mayor of the affected municipality and his fire chief, the emergency planning co-ordinator and other agencies to provide expertise.

Recognizing the media and members of the control group can be helping each other out in the time of an emergency, the plan even includes a section on dealing with the media.

The operation and maintenance of evacuat-

ion centres are dealt with in the social services emergency plan.

From the point that a regional emergency is declared, it's accepted expenses incurred are the responsibility of the region rather than the local municipality.

## Residency worries region

By ANI FEDERIAN  
Herald Staff  
It may have been tempting, but Halton councillors backed away from making residency in the region a requirement for being a regional employee, last week.

Many of Halton region's senior staff live outside the region's borders, and councillors are concerned this may cause problems during an emergency situation in the region.

"We're in a bad state if we're in an emergency, because we have a num-

ber of people who don't live in Halton," Oakville Mayor Harry Barrett said.

He noted the emergency planning co-ordinator lives in Port Credit and the back-up co-ordinator lives in Clarkson.

Senior staff, like Halton regional police chief James Harding, regional medical officer of health Graham Pollett, and the director of social services Debbie Oakley, all live outside Halton too.

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