



Minutes

Economic Development Advisory Committee

Meeting Date: April 8, 2019
Meeting Time: 9:00 a.m. – 10:30 a.m.
Location: Council Chambers
Prepared by: Sarah Merrifield – Administrative Assistant – Clerks & Community Services

A. Call to Order

Councillor Bordignon called the meeting to order at 9:03 a.m.

Also in attendance were members Deputy Mayor Odette Bartnicki, Andrew Siegwart, Mylisa Henderson, Sarah Fillion, Steve Simon, Tim Newton, Tony Poole, and Cary Eagleson. EDAC Member Krystin Rennie joined the meeting at 9:07 a.m.

Town staff in attendance included Interim Chief Administrative Officer Shawn Everitt.

Regrets were sent from Communications and Economic Development Coordinator Tim Hendry.

▪ Approval of Agenda

Moved by: Steve Simon

Seconded by: Tony Poole

THAT the Agenda of April 8, 2019 be approved as circulated, including any additions to the Agenda being Item B.5.3 Correspondence: Gemma Mendez-Smith, Four County Labour Market Planning Board Re: Hospitality Workers Training Centre Application to Immigration, Refugee and Citizenship Canada, Carried.

▪ Previous Minutes (February 4, 2018)

Moved by: Tim Newton

Seconded by: Steve Simon

THAT the Minutes of February 4, 2018 be approved as circulated, including any revisions to be made, Carried.

B. Meeting

B.1 Revised Agenda Structure – Communications & Economic Development Coordinator Tim Hendry

Interim Chief Administrative Officer Shawn Everitt provided the Revised Agenda Structure Update on behalf of Communications & Economic Development Coordinator Tim Hendry.

Shawn confirmed that the EDAC Agendas will include a Roundtable Discussion, as requested. Members must submit their written updates for inclusion on the Agenda by the deadline specified. Updates provided after the deadline will not be included in the Agenda Package. Shawn commented this process allows for transparency for members of the public who may be interested in items brought forward by Committee members.

B.2 Obtaining Quorum and Procedure for Meeting Cancellation – Interim CAO Shawn Everitt

Shawn noted moving forward, the Executive Assistant for Committees of Council will circulate a meeting reminder monthly. Included with the reminder is a Call for Agenda Items, a quorum reminder, and a reminder to submit a written Roundtable Update. The reminder will specify the deadline for requested information and acknowledgements of attendance. Shawn further noted the reminder email will specify which members have accepted the meeting request. If quorum is not obtained by the date specified in the meeting reminder, the meeting will be cancelled.

B.3 Focus Top 3 EDAC Initiatives & Priorities – Councillor Bordignon

Councillor Bordignon advised the group there needs to be discussion and determination of the top priorities for EDAC. He then opened the topic for group input.

Steve Simon recommended EDAC consider the development of the Economic Development Strategy and the need to draw young people to the community as two top priorities. Deputy Mayor Bartnicki asked the group to consider if Diversification should also be a focus; Odette noted a great deal of economic development focus is on tourism, housing, and hospitality and there may be additional opportunities available. Andrew Siegwart noted diversification may be covered under the development of an Economic Development Strategy.

Mylisa Henderson commented on the need for a broader discussion regarding guiding principles, for example, a regional focus on economic development. Tim Newton noted that a Community Economic Development 101 session is being held April 10, hosted by OMAFRA. This session will allow any participants from EDAC, if attending, to consider tactics to built out the Economic Development Strategic Plan. Peter noted the need to narrow the broader discussion into manageable, actionable items. Tony Poole emphasized that any EDAC priorities must be aligned with Council's objectives. The group discussed the need for continual community involvement in the development and fulfillment of the Economic Development Strategy.

Andrew commented that EDAC must act as a vehicle for public education regarding economic development-related initiatives. Sarah Filion commented on the need to reach out to the broader business community in The Blue Mountains, beyond the main street to confirm what the economic development needs are.

Tim Newton noted that previously, the Business Retention and Expansion Study assisted EDAC members, staff and Council in determining economic development priorities and an action plan. Those initiatives are largely complete and EDAC is back in a review period to define its next action items.

EDAC agreed to consider actionable priority items for the May 13, 2019 EDAC Meeting.

B.4 Roundtable Update from Organizations/Committees

B.4.1 The Blue Mountains Agricultural Advisory Committee Update

No appointment made as at April 8, 2019.

B.4.2 Blue Mountain Village Association Update

No update received.

B.4.3 Blue Mountains Chamber of Commerce Update

No update received.

B.4.4 Clarksburg Village Association Update

No update received.

B.4.5 The Blue Mountains Attainable Housing Corporation Update

Cary Eagleson provided an update from the Attainable Housing Corporation regarding:

- a) Secondary Suites Program;
- b) Down Payment Assistance Program;
- c) Request for Housing Development Consultant.

Odette questioned if there is a benefit to combining the Secondary Suite Grant Application (“SSGA” and Down Payment Assistance Program (“DPAP”). Cary advised he will investigate and follow-up on this matter with EDAC. Steve noted the programs need to be communicated effectively to receive the maximum benefit. Mylisa commented there is an opportunity to make business owners aware of SSGA and DPAP so they can advise their workers who may benefit from such programs.

B.4.6 The Blue Mountains Transportation Committee Update

No appointment made as at April 8, 2019.

B.4.7 The Blue Mountains Sustainability Committee Update

No appointment made as at April 8, 2019.

B.4.8 Small Business Enterprise Centre Update

Tim provided an update from the Small Business Enterprise Centre regarding:

- a) The status of the SBEC and provincial funding/agreements 2019 and beyond;
- b) Digital Main Street Initiative;
- c) Community Economic Development 101 – 10th April;
- d) Intellectual Property seminar – 17th April;
- e) Social Shift Screening and Local Impact Panel - Wednesday April 24th 6:30-9pm, Simcoe Street Theatre;
- f) SGB Youth Career Expo – 30th April;
- g) Excite Pitch Competition – 9th and 16th May.

Peter requested confirmation on how the Digital Main Street Initiative is being communicated to local businesses. Sarah confirmed members of the Clarksburg Village Association received notice of the initiative via email, and Andrew confirmed the same for the Blue Mountain Village Association membership. Tony reported that Thornbury Business Improvement Area members are aware of the initiative as well.

B.4.9 Thornbury Business Improvement Area Update

No update received.

B.4.10 South Georgian Bay Tourism Update

No update received.

B.4.11 Economic Development & Communications Coordinator Update

Shawn Everitt provided an update regarding Economic Development & Communications on behalf of Tim Hendry regarding:

- a) Economic Development Strategy Update.

Shawn advised that OMAFRA's Cheryl Brine has agreed to assist EDAC in the development of the Economic Development Strategy. Shawn noted Cheryl is an excellent resource for EDAC, and further noted that OMAFRA's assistance saves time by not having to initiate an RFP process. Further, by enlisting the help of OMAFRA, there is a budget savings which allows funding to be reallocated to the implementation of the Economic Development Strategy. Shawn noted Cheryl will attend the May 13, 2019 EDAC meeting to introduce herself and provide insight into the development of the Economic Development Strategy. Shawn noted a key element is addressing the erosion of trust in the community. A strong Economic Development Strategy will assist in rectifying this.

B.4.12 Grey County Economic Development Update

Deputy Mayor Bartnicki provided an update from Grey County Economic Development regarding:

- a) Grey County Budget;
- b) Grey County Economic Development Planning Advisory Committee Meeting – March 13, 2019;
- c) Community Improvement Plan (“CIP”) Partnership with Local Municipalities;
- d) Fed Dev Ontario;
- e) News;
- f) Events;
- g) The Importance of Agriculture in TBM.

B.5 New Business

Note: Items B.5.1 and B.5.2 were referred to EDAC at the March 11, 2019 Council meeting.

B.5.1 Correspondence: County of Grey – Clerk’s Department Re: Modernization of Alcohol Sales in Ontario, dated February 20, 2019

Moved by: Steve Simon

Seconded by: Tony Poole

THAT the Economic Development Advisory Committee receive Item B.5.1 Correspondence: County of Grey – Clerk’s Department Re: Modernization of Alcohol Sales in Ontario, dated February 20, 2019 for information purposes, Carried.

B.5.2 Ministry of Economic Development, Job Creation and Trade Re: Support for Ontario’s Automotive Industry, Planning and Developing with Municipalities, dated February 20, 2019

Moved by: Steve Simon

Seconded by: Tony Poole

THAT the Economic Development Advisory Committee receive Item B.5.2 Correspondence: Ministry of Economic Development, Job Creation and Trade Re: Support for Ontario’s Automotive Industry, Planning and Developing with Municipalities, dated February 20, 2019 for information purposes, Carried.

B.5.3 Correspondence: Gemma Mendez-Smith, Four County Labour Market Planning Board Re: Hospitality Workers Training Centre Application to Immigration, Refugee and Citizenship Canada

Correspondence Item B.5.3 was provided to EDAC Members for their consideration following the meeting.

Deputy Mayor Bartnicki left the meeting at 10:19 a.m.

B.6 Discussion and Appointment of a Chair for EDAC

Cary Eagleson left the meeting at 10:30 a.m.

Moved by: Steve Simon

Seconded by: Tim Newton

THAT the Economic Development Advisory Committee appoint Councillor Peter Bordignon as the Chair of the Committee until April 1, 2020, Carried.

Moved by: Sarah Filion

Seconded by: Mylisa Henderson

THAT the Economic Development Advisory Committee appoint Andrew Siegart as the Vice Chair of the Committee until April 1, 2020, Carried.

C. Upcoming Meeting Dates

The next meeting date will take place May 13, 2019 at 9:00 a.m. in Council Chambers at Town Hall.

D. Adjournment

Moved by: Mylisa Henderson

Seconded by: Sarah Filion

THAT the Economic Development Advisory Committee does now adjourn at 10:46 a.m. to meet again May 13, 2019 or at the call of the Chair, Carried.