



Minutes

Economic Development Advisory Committee

Meeting Date: May 13, 2019
Meeting Time: 9:00 a.m. – 10:30 a.m.
Location: Council Chambers
Prepared by: Sarah Merrifield, Administrative Assistant

A. Call to Order

Councillor Peter Bordignon called the meeting to order at 9:02 a.m. Also in attendance were Committee members Deputy Mayor Bartnicki, Cary Eagleson, Tony Poole, Sarah Fillion, Andrew Siegwart, Tim Newton, and Nancy Griffin. John Ardiel arrived at 9:07 a.m. and Krystin Rennie arrived at 9:09 a.m. John Ardiel and Nancy Griffin were appointed as Agricultural Advisory Committee representatives on EDAC. Moving forward, only one will attend the meetings.

Town staff present included Interim Chief Administrative Officer Shawn Everitt, and Communications and Economic Development Coordinator Tim Hendry.

▪ Approval of Agenda

Moved by: Tony Poole

Seconded by: Andrew Siegwart

THAT the Agenda of May 13, 2019 be approved as circulated, including any additions to the Agenda, Carried.

Declaration of Pecuniary Interest and general nature thereof

NOTE: In accordance with the *Municipal Conflict of Interest Act* and the Town Procedural By-law 2018-20, Economic Development Advisory Committee Members must file a written statement of the interest and its general nature with the Clerk for inclusion on the Registry.

None

▪ Previous Minutes (April 8, 2019)

Moved by: Odette Bartnicki

Seconded by: Tony Poole

THAT the Minutes of April 8, 2019 be approved as circulated, including any revisions to be made, Carried.

B. Deputations / Presentations

B.1 Presentation: Tim Hendry, Economic Development & Communications Coordinator Re: Economic Development Strategy

Interim CAO Shawn Everitt noted the original plan was to have Ontario Ministry of Agriculture, Food and Rural Affairs (“OMAFRA”) Representative Cheryl Brine attend and make a presentation regarding the Economic Development Strategy (“Strategy”) but advised that Communications and Economic Development Coordinator Tim Hendry would present instead. Shawn advised Committee members to provide more information regarding their expectations and expected resources for the development of an Economic Development Strategy, emphasizing the Strategy must be endorsed by the Committee.

Tim Hendry presented regarding the Economic Development Strategy Overview and Workplan and provided background information, a project overview, initial steps, the proposed project timeline, formation of an EDAC Sub-Committee, public consultation overview, and project deliverables. He noted that every partner is being leveraged to assist in the development of the Strategy and recommended the formation of a sub-committee consisting of five Committee members that would meet several times per month to focus specifically on Strategy development. Tim Hendry noted the public consultation should consist of sessions for the general public, business organizations and partnerships, key economic industries, Council members, and Senior Management Team. Tim Hendry confirmed the public consultation sessions will include a “breakout style” to allow for feedback from the various interest groups. The Strategy deliverables can include: Situational Analysis Report, the public consultation process, a Public Consultation Summary Report, Strategy development working group sessions, presentation of the final Strategy to the Committee, and presentation of the final Strategy to Council. He confirmed the Strategy will need to be developed with consideration for the 2020 Budget process.

Councillor Peter Bordignon requested confirmation regarding the \$100,000 budget allocation, specifically, what the money can be used for in relation to the Strategy. Shawn confirmed any activity funded by the \$100,000 budget must be tied to the Strategy and Strategic Plan. Tim Hendry confirmed the need to hire an individual to work for the Town on a contract basis with competence in local Economic Development to assist with Strategy development. He confirmed this individual would also be used to assist with the development of a Communications Plan, as outlined in the 2019 Budget. Councillor Bordignon passed the Chair to Deputy Mayor Bartnicki prior to introducing the following motion:

Moved by: Peter Bordignon

Seconded by: Andrew Siegart

THAT the Economic Development Advisory Committee allocates an upset limit of \$20,000 from the Economic Development Strategy (“Strategy”) budget to assist with project management of the Strategy from July to December, 2019, Carried.

Shawn noted the need to strike a sub-committee to allow those individuals to become champions of the Strategy, and the path to developing it. Shawn reminded the Committee that Council provided direction to staff to use its internal resources rather than utilizing external consultants. Councillor Bordignon further noted money for the Strategy was set up to allow for this human resource need at the direction of Council.

Peter thanked Tim for his presentation.

B.2 Presentation: Nathan Westendorp, Director of Planning & Development Services
Re: Development Overview

Director of Planning and Development Services Nathan Westendorp thanked the Committee for inviting him, and provided an overview of his background. Nathan noted the planning process is generally well-regulated and confirmed the goal of Planning and Development Services is to ensure the Official Plan and the Zoning By-law work together to create good planning. Nathan confirmed there are numerous active development projects throughout the Town with approximately 4,600 units in the “development pipeline” which ranges from a complete application to build out. Nathan commented that his philosophy is that good design creates great places and noted Planning staff are enhancing the Planning process to ensure it is robust, and also making modifications to planning webpages to ensure information on the website is relevant and comprehensive.

Nathan provided a Development Status Update, specifically citing Blu Thornbury, Towns of Thornbury, Aquaville, Lora Bay, Trailwoods, Peaks Bay, Windfall, and Mountain House. Nathan reviewed the 2019 Development Pipeline and confirmed the dominant development type is residential, but noted there may be some mixed-use development moving forward. Nathan noted the wakeboard park has provided an updated submission that will be subject to further review. Nathan advised of a “Neighbourhood Meeting” for Lakeshore Road area-residents which is required with a landowner in the special study area wishing to activate a property.

Nathan discussed the Residential Construction Values greater than \$50,000 for the period between January 2015 to October 2018, noting their respective values of \$103M (2015), \$126M (2016), \$185M (2017), and \$161M (2018). Andrew requested clarification on demographics for the applicable development; Nathan confirmed he does not have specific demographics but broadly: to the west are older, active adults, with a more mixed demographic to the east. Nathan confirmed a denser product attracts families and further commented that the nature of mobile work is changing the Town’s demographic. Nathan noted a presentation on the Community Permit Planning System (“CPPS”) was recently provided to Council and, at Council’s direction, staff are identifying whether a CPPS could be implemented in the Town. Nathan confirmed the use of a CPPS allows more pre-planning which allows Planning staff to manage community expectations.

Tony Poole commented that development from a revenue/development charge perspective is a benefit, but questioned how Planning staff are striking a balance to ensure the Town is not over-developed and maintaining infrastructure based on demand. Tony noted the uniqueness of the community and the need to preserve it. Nathan noted the need for the community to refer to the Official Plan document which outlines where development is expected within the Town. Nathan confirmed Planning's commitment to growing the Town sequentially with support for existing infrastructure. Regarding the character of the community, Nathan commented great design retains character. Tim Newton questioned if many commercial applications are being received; Nathan confirmed this type of application is not very active, but perhaps increasing slightly. John Ardiel questioned the timeline for the 4,000 unit buildout; Nathan noted build-out happens over time, and predicted at least 10 years until that point.

Peter thanked Nathan for his presentation.

C. New & Unfinished Business

C.1 Follow-up Discussion: Top 3 EDAC Priorities

C.2 EDAC Fiscal Priorities, Councillor Bordignon

C.2.1 Apple Pie Trail, multiyear TBM commitment – Discussion and vote

C.2.2 Taste of Thornbury – Week 3 and 4 of October – Budget Discussion for Marketing Money

C.2.3 Instagram/Photo spot for West end, Harbour, Downtown, Town Hall Park, etc.

Regarding Items C.1 Follow-up Discussion: Top 3 EDAC Priorities, C.2 EDAC Fiscal Priorities (including C.2.1, C.2.2, and C.2.3) Councillor Bordignon advised many business events requested funding through the Town's Grants and Donations program and noted in 2020, the Committee will determine how these events will be funded.

Further, Councillor Bordignon emphasized the need for the Committee to have actionable priorities such as the Apple Pie Trail, Taste of Thornbury, and Instagram/Photospot for the West end, Harbour, Downtown, Town Hall Park, etc. Tim Hendry confirmed a portion of the Economic Development budget has historically been allocated for various economic development initiatives and confirmed he will provide additional scope and context at the next regularly scheduled Committee meeting.

C.3 Roundtable Update from Organizations/Committees

C.3.1 The Blue Mountains Agricultural Advisory Committee Update

- Introduction of John Ardiel and Nancy Griffin, AGAC Representatives

Councillor Bordignon welcomed John Ardiel and Nancy Griffin to the Committee and clarified moving forward, only one individual will attend the meetings.

C.3.2 Blue Mountain Village Association Update

- BMVA Free Summer & Fall Events Listing
- Themes & Priorities: Strategic Approach to Summer and Fall Programming

Andrew provided an overview of the Blue Mountain Village Association summer and fall event listing and noted the focus on a regional collaboration when planning the events listing. Andrew confirmed there is a focus on mid-week programming that targets the Millennial and Gen X cohorts while still being relevant to Baby Boomers.

C.3.3 Blue Mountains Chamber of Commerce Update

- Chamber of Commerce 2018 Annual General Meeting – Building a Sustainable Community

Steve Simon noted the Baby Boomer generation is currently driving the real estate market and indicated the urgency for the Economic Development Strategy.

C.3.4 Clarksburg Village Association Update

- Introduction to the Clarksburg Village Association

Sarah Filion noted the Clarksburg Village Association is relatively new and in the process of creating a strategic plan for Clarksburg. The Clarksburg Village Association members are working with Town staff, residents, property owners, and other organizations to ensure Clarksburg flourishes as a vibrant, arts community. Deputy Mayor Bartnicki noted C.I.P. funding has potential relevance to Clarksburg. Tim Hendry will provide an update on C.I.P. funding when applicable.

C.3.5 The Blue Mountains Attainable Housing Corporation Update

- Secondary Suites
- Down Payment Assistance Program
- StrategyCorp

Cary Eagleson confirmed the Blue Mountains Attainable Housing Corporation, in conjunction with Town staff and members of the public, held a workshop facilitated by StrategyCorp regarding Attainable Housing. Cary noted a review of Secondary Suites program and the Down Payment Assistance Program will be conducted.

C.3.6 The Blue Mountains Transportation Committee Update

No appointment made as at May 13, 2019.

C.3.7 The Blue Mountains Sustainability Committee Update

No appointment made as at May 13, 2019.

C.3.8 Small Business Enterprise Centre Update

- Digital Main Street
- Youth Career Expo
- Excite Pitch Competition
- Business In Motion

Tim Newton spoke further regarding Digital Main Street Initiative and noted the Youth Career Expo was very successful.

C.3.9 Thornbury Business Improvement Area Update

- 2019 BIA Events
- BIA Budget & Planning Committees

Tony Poole noted the importance of a healthy business center which attracts people to a community and supports existing business. Tony noted the Thornbury Business Improvement Area is considering the establishment of parameters to encourage a blend of desired businesses.

C.3.10 South Georgian Bay Tourism Update

No update received.

C.3.11 Economic Development & Communications Coordinator Update

- South Georgian Bay Youth Career Expo
- Digital Main Street Evaluation Team
- Business Grand Openings
- Small Business Networking Event at Thornbury Cider
- Fishway Experience Development Project
- Ridesharing in the Blue Mountains
- Apple Pie Trail Funding & Thornbury Event
- EDCO & WOWCC: The Human Factor Spring Symposium
- Business In Motion Event- Attracting the Leaders of Tomorrow

Tim Hendry confirmed The Grey (restaurant) is opening over the Victoria Day Long Weekend and advised there are several grand openings scheduled in the coming months.

C.3.12 Grey County Economic Development Update

- No formal update.
- Notice of Grey County Economic Development Committee Meeting – May 29, 2019 at 8:30 a.m. - Sydenham Hub. All EDAC members welcome to attend.

C.4 Town Policies & Legislation Acknowledgement

Administrative Assistant Sarah Merrifield noted that digital copies of relevant Town policies and legislation were provided to Committee members. Policies and legislation included: POL.COR.07.07 Code of Conduct for Members of Council and Local Boards, POL.COR.17.04 Accessibility Standards for Customer Service, POL.COR.18.04 Protocol Policy for Complaints Related to Council Members and Local Boards, POL.COR.18.08 Workplace Violence and Harassment, POL.COR.18.10 Social Media Policy, Accessibility for Ontarians with Disabilities Act, 2005, Municipal Conflict of Interest Act, 1990, Municipal Freedom of Information and Protection of Privacy Act, 1990, and Municipal Act, 2001.

Sarah noted a training session will be scheduled for June 2019 to review relevant materials and will be provided to all Committee of Council members. The Committee agreed to review the materials provided and sign acknowledgement of receipt at the next regularly scheduled meeting.

D. Public Comment Period

D.1 Public Comment Period (each speaker is allotted three minutes)

NOTE: In accordance with the Town Procedural By-law 2018-20 fifteen minutes is allotted at the Meeting to receive public comments regarding Economic Development Advisory Committee matters. The speaker shall provide their name and address, and shall address their comments to the Chair. Comments shall not refer to personnel, litigation or potential litigation matters that are a follow-up to a Public Meeting.

D.1.1 Peter Heinke, Resident

Peter Heinke, Resident, noted he is impressed with the development of the Economic Development Advisory Committee meetings; they are more formal and productive. Mr. Heinke confirmed his confidence in the Committee.

E. Upcoming Meeting Dates

The next meeting date will take place June 10, 2019 at 9:00 a.m. in Council Chambers at Town Hall.

F. Adjournment

Moved by: Andrew Siegart

Seconded by: Steve Simon

THAT the Economic Development Advisory Committee does now adjourn at 11:02 a.m. to meet again June 10, 2019 or at the call of the Chair, Carried.