



# Minutes

## Economic Development Advisory Committee

---

**Meeting Date:** August 12, 2019  
**Meeting Time:** 9:00 a.m. – 11:00 a.m.  
**Location:** Council Chambers  
**Prepared by:** Sarah Merrifield, Executive Assistant Committees of Council

---

### A. Call to Order

---

Councillor Bordignon called the meeting to order at 9:07 a.m. with Committee members Deputy Mayor Bartnicki, Sarah Filion, Steve Simon, Tony Poole, Janet Findlay, and Nancy Griffin Present.

Town staff present were Communications and Economic Development Coordinator Tim Hendry, and Communications and Economic Development Project Specialist Jeremy Chan.

Regrets were sent by Committee members Mylisa Henderson, Tim Newton, Andrew Siegart, and Krystin Rennie.

#### ▪ Approval of Agenda

Moved by: Tony Poole

Seconded by: Odette Bartnicki

THAT the Agenda of August 12, 2019 be approved as circulated, including any additions to the Agenda, being Item E.1.1 Rural Economic Development Grant, Item E.1.2 Transportation News, and Item E.1.3 Correspondence from Angela Klein to Members of Council regarding Directional Signage, 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.

Councillor Bordignon declared a pecuniary interest regarding Agenda Item C.5.11 Economic Development and Communications Coordinator Update “Town Branded Merchandise” as he has ownership in the Company supplying goods.

- **Previous Minutes (July 8, 2019)**

Moved by: Odette Bartnicki

Seconded by: Tony Poole

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

## **B. Staff Reports and Deputations**

---

### **B.1 Deputations, if any**

#### **B.1.1 Deputation: Tom and Tracey Strnad Re: The Blue Mountains Creator Space**

Note: The Deputation material is a video clip which was streamed at the meeting.

Councillor Bordignon welcomed Tom and Tracey Strnad who provided a presentation regarding The Blue Mountains Creator Space. Tracey noted the Creator Space was developed in partnership with The Blue Mountains Public Library (“BMPL”) and the Canadian Council for the Arts (“CCA”), and is set-up at Marsh Street Centre in Clarksburg.

Tom and Tracey played the Committee a video which introduced The Blue Mountains Creator Space, and noted the Creator Space is intended to provide the public a place to create, explore, and learn about digital art. Tracey noted there are barriers to digital art access and development in rural areas, due to a lack of dedicated creation space and a lack of instructors. The Creator Space provides support for creating digital photos, videos, design and sound, and through workshops and program options.

Tom confirmed the “DigiTalks” series, hosted by BMPL provides interested individuals an opportunity to hear and learn from local digital art professionals, and enhances awareness of the Creator Space. Tom noted the programming is for all ages, with a focus on youth retention and re-training for interested adults.

Councillor Bordignon questioned if local business owners have taken advantage of the resources provided through The Blue Mountains Creator Space. Tracey replied that the main function of the Creator Space is to promote digital arts, but if business owners are interested in increasing their digital footprint, there are useful resources. Tony Poole requested clarification on how the ongoing operations will be funded if the initial start-up monies were through a grant program. Tracey noted the funding opportunity was set by CCA for a one (1) year pilot project, with an opportunity to apply for additional funding for up to three (3) years. Tom and Tracey confirmed CCA provided a grant of over \$200,000, and the BMPL provided \$25,000 to the initiative, with additional “in kind” services. Tracey confirmed the majority of costs assumed were for equipment purchase and start-up costs, and further advised the equipment remains with the library for public use.

Deputy Mayor Bartnicki advised that Tom and Tracey were creators of four (4) videos illustrating local history and culture which have achieved international awareness and success.

Councillor Bordignon thanked Tom and Tracey for the presentation.

**B.2 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 included on the Agenda. 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.

None

**B.3 Staff Reports**

None

**C. Matters for Discussion**

---

**C.1 Introduction: Communications and Economic Development Project Specialist (verbal)**

Communications and Economic Development Coordinator Tim Hendry introduced Jeremy Chan, who has assumed the role of Communications and Economic Development Project Specialist. Tim confirmed that Jeremy started in July 2019 and has been reviewing previous Economic Development files and resources and meeting local business owners. Most recently, Jeremy has been focused on the Economic Development Strategy, building the Strengths, Weaknesses, Opportunities, and Threats (“SWOT”) Analysis.

Jeremy noted he previously worked with Town of Kearney as the Community Economic Development Officer, and in that capacity developed the Kearney Community Profile and the Kearney Strategic Development Plan, which was adopted by Council. Jeremy further noted his experience with City of Hamilton as a Community Planner. While working for City of Hamilton, Jeremy assisted with the development of Hamilton’s Community Vision document, which informs Hamilton’s long-term vision for the city. Jeremy noted his significant report-writing experience and advised he looks forward to working with Town staff, Committee members, and stakeholders in the development of the Economic Development Plan and the Communications Plan.

## **C.2 Sub-Committee Update: Economic Development Strategy (verbal)**

Tim noted the sub-committee met in July 2019 with Cheryl Brine of Ministry of Agriculture, Food, and Rural Affairs (“OMAFRA”), Steve Furness, and Savannah Meyers of Grey County. Tim noted Grey County and OMAFRA provided a good data overview, which included insights into worker and industry demographic. Tim confirmed the sub-committee will meet in August to review the SWOT Analysis being undertaken by Jeremy.

Councillor Bordignon requested Tim to provide the OMAFRA and Grey County data to the Committee, and to invite Grey County’s Steve Furness and Savannah Meyers to attend a Committee meeting to provide a high-level data overview.

Nancy Griffin requested clarity regarding where demographic information is captured; Nancy noted it is important to have demographic information on hand when attracting new residents and businesses to the area. Peter noted the Business Associations within the community, or the Chamber of Commerce would have access to demographic information. Tim confirmed a number of avenues for receiving community and demographic information, but confirmed this material has not been consolidated. Tim advised if there is specific data the Committee is interested in, he can pull it together.

## **C.3 Discussion regarding consideration to appoint EDAC member to Sustainability Committee (verbal)**

NOTE: At the July 15, 2019 Council meeting, the following motion was passed:

THAT Council of the Town of The Blue Mountains receives The Blue Mountains Economic Development Advisory Committee minutes dated June 10, 2019;

AND THAT Council formally requests the Sustainability Committee to consider inclusion of an Economic Development Advisory Committee member to the Sustainability Committee, Carried.

Deputy Mayor Bartnicki confirmed the Sustainability Committee will consider Council’s resolution, as noted above, at the August 14, 2019 Sustainability Committee meeting. Councillor Bordignon confirmed that the discussion out of the August 14, 2019 meeting will be considered at the next regularly scheduled Economic Development Advisory Committee meeting.

#### **C.4 Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) Rural Economic Development Program Guidelines**

Tim advised that OMAFRA announced its Rural Economic Development (“RED”) grant program July 29, 2019 with an application deadline of September 9, 2019. Tim advised he will take a report to the August 26, 2019 Special Meeting of Council with an outline of the Town’s RED Application. Tim confirmed RED is a cost-share funding program with a 50% and a 30% funding stream.

Tim noted he is currently scheduling a meeting with OMAFRA to confirm whether the Town should submit (1) application which includes the Business Associations, or if each group should submit a separate application. Tim provided an overview of the program guidelines and noted the 2019 streams include: Economic Diversification and Competitiveness, 50% up to \$150,000 and Strategic Economic Infrastructure, 30% up to \$250,000. Tim encouraged Committee members to reach out to him if they have any initiative in mind that could be included with the application.

Councillor Bordignon and Deputy Mayor Bartnicki commented that regionality or collectivity should be a focus of any request. Nancy questioned if funding for seminars/programming around land stewardship, as considered at the Agricultural Advisory Committee, would be applicable under the RED grant funding eligibility.

#### **C.5 Roundtable Update from Organizations/Committees**

The Committee members provided verbal updates at the request of Councillor Bordignon.

##### **C.5.1 The Blue Mountains Agricultural Advisory Committee Update**

Nancy Griffin noted the Agricultural Advisory Committee is currently considering development of land stewardship seminars focused on use of sprays for weed control.

##### **C.5.2 Blue Mountain Village Association Update**

Andrew Siegwart was not present at the meeting to provide a verbal update.

##### **C.5.3 Blue Mountains Chamber of Commerce Update**

Steve Simon advised the Chamber of Commerce recently had a new sign installed and noted the next Board meeting is scheduled for August 14, 2019. At that meeting, the Chamber will draft a letter supporting the free wifi initiative currently proposed within the Thornbury Business Improvement Area designated boundary. Councillor Bordignon noted the recent Wine and Cheese event at Georgian Hills was well-attended and included three (3) new business owners in the area, and representatives of the Meaford Chamber of Commerce.

#### **C.5.4 Clarksburg Village Association Update**

Sarah Filion confirmed she recently met with Tim, Jeremy, and Director of Community Services Ryan Gibbons to discuss the RED grant, and the Apple Harvest Festival. Sarah noted the Clarksburg Village Association is struggling with membership presently and advised the Association will strive to ensure business owners see the value in their membership.

#### **C.5.5 The Blue Mountains Attainable Housing Corporation Update**

Janet Findlay confirmed the Attainable Housing Corporation recently released a Request for Information (“RFI”) for the purposes of engaging developers and the public in the Corporation’s objective for the development of rental housing.

#### **C.5.6 The Blue Mountains Transportation Committee Update**

No appointment made as at August 12, 2019.

#### **C.5.7 The Blue Mountains Sustainability Committee Update**

No appointment made as at August 12, 2019.

#### **C.5.8 Small Business Enterprise Centre Update**

Tim Newton was not present at the meeting to provide a verbal update.

#### **C.5.9 Thornbury Business Improvement Area Update**

Tony Poole advised the Thornbury Business Improvement Area (“BIA”) is focused on strategic planning and reviewing its current Mandate The BIA is considering if the need exists to have a dedicated individual available to assist the BIA. Tony noted Bruce Street Technologies is considering offering free wifi along Thornbury’s downtown core, and throughout the BIA boundary.

#### **C.5.10 South Georgian Bay Tourism Update**

Mylisa Henderson was not present at the meeting to provide a verbal update.

#### **C.5.11 Economic Development & Communications Coordinator Update**

Tim provided an update on the following:

- Grand Opening Ribbon Cutting
- Summer Company Launch Event, which included Town businesses Next Level Promotions and Escarpment Marketing.
- Digital Main Street Program, which in an ongoing initiative to increase digital footprint for community businesses.

Councillor Bordignon vacated the Council Chamber regarding Agenda Item C.5.11 Economic Development and Communications Coordinator Update “Town Branded Merchandise” having earlier declared a pecuniary interest. Deputy Mayor Bartnicki assumed Chair at this time.

- Town Branded Merchandise is a new initiative, developed to generate revenue for the Grants and Donations program to support the program becoming self-sustaining and fundraising in nature. Tim confirmed t-shirts and hats will be available for sale in the next few weeks, with several interested businesses offering the merchandise as well. Tim confirmed the Town is selling the merchandise to the interested businesses at the wholesale price, and the business will sell the clothing at the retail price with businesses keeping the difference.

Councillor Bordignon returned to Council Chambers and resumed Chair.

- Development Signage Update
- Explainer Videos for Building and Planning Department are being developed by a local firm and include topics such as landscaping and drainage, and subdivision assumption.
- Town of The Blue Mountains Tourism Map is being developed by a local cartographer. Tim noted this mapping will be used as a base layer for overlaying parade routes, along with other functions, and will also emphasize the geographic features of the community. Phase 2 will include a map of the entire municipality. Tim confirmed these maps will be printed to encourage distribution.
- Business Outreach & Engagement – Tim confirmed he does considerable business outreach and engagement, and noted Breaker Technologies has extended an invitation to the Committee to take a tour of the facility. Councillor Bordignon noted he and Tim can develop a list of potential business owners, or community members, who could present to the Committee regarding some aspect of local industry or economic development.

#### **C.5.12 Grey County Economic Development Update**

No update received.

### **D. Correspondence**

---

None

### **E. New and Unfinished Business**

---

#### **E.1 Additions to the Agenda**

##### **E.1.1 Rural Economic Development Grant**

Deputy Mayor Bartnicki suggested wayfinding signage would be an initiative to consider in the RED grant application.

##### **E.1.2 Transportation News**

Deputy Mayor Bartnicki noted Grey County will receive \$1.85 million for a Community Transportation Program which includes a scheduled transit service along Highway 26.

### **E.1.3 Correspondence from Angela Klein to Members of Council regarding Directional Signage**

Note: Correspondence not circulated to Committee members

Deputy Mayor Bartnicki noted Council received correspondence from a business owner on Bruce Street North regarding the lack of wayfinding signage. Deputy Mayor Bartnicki noted there have been numerous concerns with the sign by-law, and a review may be warranted. Tim confirmed he has heard from businesses on Louisa Street that feel if they are unable to place signage on Bruce Street directing individuals down the side streets, their businesses may suffer. Tim clarified that A-Frame, "Sandwich Board" signs are permitted under specific conditions, and further noted By-law officers have been diligent about removing non-conforming A-Frame signs from Bruce Street.

### **E.2 Items Identified for Discussion at the Next Meeting**

1. Sub-Committee Update
2. Follow-up regarding Appointment of Economic Development Advisory Committee member to Sustainability Committee
3. Consideration of Regional Airports to offer direct flights from Toronto

### **F. Notice of Meeting Dates**

---

September 9, 2019  
Town Hall, Council Chambers

### **G. Adjournment**

---

Moved by: Odette Bartnicki

Seconded by: Steve Simon

THAT the Economic Development Advisory Committee does now adjourn at 10:50 a.m. to meet again at the call of the Chair, Carried.