Minutes
Economic Development Advisory Committee

Meeting Date: August 21, 2020
Meeting Time: 1:00 p.m.
Location: Council Chambers
Prepared by: Sarah Merrifield, Executive Assistant Committees of Council

A. Call to Order

Councillor Peter Bordignon called the meeting to order at 1:15 p.m. with Committee members John Ardiel, Cary Eagleson, Sarah Filion, Mylisa Henderson, Councillor Paula Hope, and Andrew Siegwart present.

Town staff present was Manager of Communications and Economic Development Tim Hendry.

Regrets were sent by Committee members Tim Newton, Tony Poole, Krystin Rennie, and Steve Simon, and the Town’s Communications and Economic Development Coordinator Carling Fee.

 Traditional Territory Acknowledgement

 Committee Member Attendance

 Approval of Agenda

Moved by: John Ardiel Seconded by: Cary Eagleson

THAT the Agenda of August 21, 2020 be approved as circulated, including any additions to the Agenda, being to move Item C.6 Consideration and Appointment of Chair and Vice Chair for an Eighteen Month Term to the beginning of section C. Matters for Discussion

<table>
<thead>
<tr>
<th>Name</th>
<th>Vote</th>
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<tbody>
<tr>
<td>Ardiel, John</td>
<td>Yay</td>
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<tr>
<td>Eagleson, Cary</td>
<td>Yay</td>
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<tr>
<td>Filion, Sarah</td>
<td>Yay</td>
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<td>Henderson, Mylisa</td>
<td>Yay</td>
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<tr>
<td>Hope, Paula</td>
<td>Yay</td>
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<tr>
<td>Newton, Tim</td>
<td>absent</td>
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<tr>
<td>Poole, Tony</td>
<td>absent</td>
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<td>Rennie, Krystin</td>
<td>absent</td>
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<tr>
<td>Simon, Steve</td>
<td>absent</td>
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<tr>
<td>Siegwart, Andrew</td>
<td>Yay</td>
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<tr>
<td>Bordignon, Peter</td>
<td>Yay</td>
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</tbody>
</table>

The motion is 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 2019-56, 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 (March 9, 2020)

Moved by: Cary Eagleson  Seconded by: Andrew Siegwart

THAT the Minutes of March 9, 2020 be approved as circulated, including any revisions to be made

Ardiel, John  Yay
Eagleson, Cary  Yay
Filion, Sarah  Yay
Henderson, Mylisa  Yay
Hope, Paula  Yay
Newton, Tim  absent
Poole, Tony  absent
Rennie, Krystin  absent
Simon, Steve  absent
Siegwart, Andrew  Yay
Bordignon, Peter  Yay
The motion is Carried.

B. Staff Reports and Deputations

B.1 Deputations, if any

None

B.2 Public Comment Period (each speaker is allotted three minutes)

NOTE: In accordance with the Town Procedural By-law 2019-56 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, or matters that are a follow-up to a Public Meeting.

NOTE: Committee meetings are taking place virtually to assist with social distancing with respect to COVID-19. Comments received from the public that have not been included on the Agenda will be read at the meeting by the Executive Assistant.

None
B.3 Staff Reports


Moved by: John Ardiel  Seconded by: Mylisa Henderson


AND THAT the Economic Development Advisory Committee supports the development of a COVID-19 specific Business Support and Economic Recovery Action Plan to supplement and which be further enhanced and supported by the 5-year Economic Development Strategy

Ardiel, John  Yay
Eagleson, Cary  Yay
Filion, Sarah  absent at time of vote
Henderson, Mylisa  Yay
Hope, Paula  Yay
Newton, Tim  absent
Poole, Tony  absent
Rennie, Krystin  absent
Simon, Steve  absent
Siegwart, Andrew  Yay
Bordignon, Peter  Yay

The motion is Carried.

C. Matters for Discussion

C.6 Consideration and Appointment of Chair and Vice Chair for an Eighteen Month Term

Note: Councillor Bordignon (Chair) and Andrew Siegwart (Vice Chair) expired April 1, 2020

Moved by: John Ardiel  Seconded by: Paula Hope

THAT the Economic Development Advisory Committee appoint Peter Bordignon as the Chair and Andrew Siegwart as the Vice Chair of the Committee for a period of eighteen months effective August 21, 2020

Ardiel, John  Yay
Eagleson, Cary  Yay
Filion, Sarah  Yay
Henderson, Mylisa  Yay
Hope, Paula  Yay
Newton, Tim  absent
Poole, Tony  absent
Rennie, Krystin  absent
Simon, Steve  absent
Siegwart, Andrew  Yay
Bordignon, Peter  Yay

The motion is Carried.
C.1 Introduction of Communications and Economic Development Coordinator – Manager of Communications and Economic Development Tim Hendry

Manager of Communications and Economic Development Tim Hendry noted that Carling Fee is the Town’s Economic Development and Communications Coordinator. Tim noted Carling sent her regrets for the meeting but would be present at the September meeting to provide an introduction. Tim briefly cited Carling’s prior work experience with the Province of Ontario and her business support and communications background.

C.2 Economic Development Strategy Update – Tim Hendry (verbal)

Manager of Communications and Economic Development Tim Hendry noted the COVID-19 pandemic did have an impact on the Economic Development Strategy, but staff maintained it as a priority to the greatest extent possible. Tim noted the public engagement campaign was finalized prior to the pandemic. Tim noted he will set a sub-committee meeting to review the results of the survey and the progress of the Strategy. Following that, a report will be brought to the full Committee.

C.3 Consideration and Appointment of Alternate Economic Development Advisory Committee member to Sustainability Advisory Committee

Moved by: Peter Bordignon Seconded by: Mylisa Henderson

THAT the Economic Development Advisory Committee appoint Sarah Filion as the Alternate Economic Development Advisory Committee representative to the Sustainability Advisory Committee for the 2018-2022 Term of Council

Ardiel, John  Yay
Eagleson, Cary  Yay
Filion, Sarah  Yay
Henderson, Mylisa  Yay
Hope, Paula  Yay
Newton, Tim  absent
Poole, Tony  absent
Rennie, Krystin  absent
Simon, Steve  absent
Siegwart, Andrew  Yay
Bordignon, Peter  Yay

The motion is Carried.

C.4 Roundtable Update from Organizations/Committees

C.4.1 The Blue Mountains Agricultural Advisory Committee Update

• Wild chervil management in The Blue Mountains has advanced, and now must focus on further public education and wild chervil management on private lands
• Fruit growers have developed safety protocols in conjunction with health units and ministries
• Smaller, staggered intake of migrant workers to assist with worker quarantine
• Protocols developed to offer digital banking services, etc. to workers
Designated individuals provide grocery shopping services for the crew
Manager of Communications and Economic Development Tim Hendry noted public education piece is forthcoming from fruit growers with respect to migrant worker safety

C.4.2 Blue Mountain Village Association Update
- Operating as best as possible with consideration for health and safety, business needs, and community requirements
- Reduced capacity for the foreseeable future
- Marketing a “plan ahead, book in advance” style of visiting with collaboration with municipal and regional networks to manage influx of visitors

C.4.3 Blue Mountains Chamber of Commerce Update
- Councillor Bordignon, on behalf of Steve Simon who was absent, noted the Chamber is doing what it can for its members and remains responsive to the business needs of the community

C.4.4 Clarksburg Village Association Update
- Clarksburg sidewalk replacement project underway
- Businesses in Clarksburg are cautiously starting up, with several new businesses in the area
- Working on a new website for Clarksburg businesses
- Focusing on marketing and beautification and outdoor art installation

C.4.5 The Blue Mountains Attainable Housing Corporation Update
- Working on Gateway Project, 171 King Street with good feedback received from a survey conducted in Spring 2020
- Town has initiated planning review process to consider an Official Plan Amendment, emphasized that no final decisions have been made and public engagement opportunities will continue to be available throughout the process
- Former Foodland building has been demolished
- Launched new website for the Corporation
- Secondary Suite Program currently on hold, pending review

C.4.6 The Blue Mountains Transportation Committee Update

C.4.7 The Blue Mountains Sustainability Advisory Committee Update

C.4.8 Small Business Enterprise Centre Update

C.4.9 Thornbury Business Improvement Area Update

C.4.10 South Georgian Bay Tourism Update
- Promoting business attractions throughout the region
- Development of a Recovery Strategic Plan

C.4.11 Georgian Triangle Development Institute Update

C.4.12 Economic Development & Communications Coordinator Update

C.4.13 Grey County Economic Development Update
C.5 Economic Development Advisory Committee Action Item Tracking

- Economic Development Strategy
- Sign By-law Update
- Follow-up to EDAC regarding potential swap of 10th Line from Matilda St/Grey Road 13 to Highway 26 and Bruce and Marsh Streets from Clark Street to Highway 26
- Review of Economic Development Advisory Committee Composition
- Consideration of Business Improvement Area structure in The Blue Mountains

D. Correspondence

None

E. New and Unfinished Business

E.1 Additions to the Agenda

E.2 Items Identified for Discussion at the Next Meeting

F. Notice of Meeting Dates

September 14, 2020
Town Hall, Council Chambers

G. Adjournment

Moved by: John Ardiel  
Seconded by: Sarah Filion

THAT the Economic Development Advisory Committee does now adjourn at 2:31 p.m. to meet again at the call of the Chair

Ardiel, John  Yay
Eagleson, Cary  Yay
Filion, Sarah  Yay
Henderson, Mylisa  Yay
Hope, Paula  Yay
Newton, Tim  absent
Poole, Tony  absent
Rennie, Krystin  absent
Simon, Steve  absent
Siegwart, Andrew  Yay
Bordignon, Peter  Yay
The motion is Carried.