



# Minutes

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## Economic Development Advisory Committee

**Meeting Date:** June 4, 2018  
**Meeting Time:** 9:00 a.m.  
**Location:** Fire Station #1 Meeting Room  
**Prepared by:** Katherine Dabrowa, Administrative Assistant

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### A. Call to Order

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- Steve Simon called the meeting to order.

Also in attendance were Gail Ardiel, Director of Planning and Development Services Michael Benner, Elizabeth Cornish, Katherine Dabrowa, Shawn Everitt, Tony Poole, Tim Newton, Andrew Siegart, and from the Attainable Housing Committee Board; Bruce Taylor and Kristen Wilkinson.

Regrets were sent from Gillian Fairley, Mylisa Henderson, John McKean, Sara Fillion, and Ken Hale.

- **Approval of Agenda**

There was no formal Agenda for this meeting, however there was a discussion regarding what would be covered during this meeting.

Moved by: Andrew Siegart                      Seconded by: Tony Poole

THAT the Agenda of June 4, 2018 be approved as circulated, including any items added to the Agenda, Carried.

### **Previous Minutes**

It was noted that all three municipalities – The Blue Mountains, Collingwood, and Wasaga Beach have approved the transit pilot project that was discussed at the May 7, 2018 EDAC Meeting. It was noted that the next steps in this project will be to communicate this transit pilot expansion to as much of the general public as possible, including the Blue Mountains Citizens Forum who were not aware of this initiative. It was mentioned that there was a meeting of the Transit Task Force that took place last week. During the discussion they started working on what the media release will contain, what will be posted on the websites, what the map will look like, as well as creating a communications plan so that all three municipalities are communicating the same information.

It was noted just how important this is for the business community and that information about this pilot project should be released early next week at the latest. It was noted that Elizabeth will forward the announcement to the rest of EDAC when it comes out, so that the Committee can forward it on to their respective memberships. It was also noted that there is a private component to this pilot project through Ace Transportation Group Inc. and this trial runs until March 31<sup>st</sup>, 2019. It was then added that ridership must increase in order for this pilot to be considered a success, which involves Collingwood's ridership increasing by 10%, Wasaga Beach's by 15% and The Blue Mountains' by 50%.

It was then noted that there is no update to the potential transit expansion from Owen Sound to Meaford to The Blue Mountains and back, three times a day.

It was also noted that Simcoe County has put the increase to its education development charges on hold due to the pushback they have received, and it was also added that Grey/Bruce (Bluewater School Board) does not currently have education development charges.

Moved by: Andrew Siegwart                      Seconded by: Tony Poole

THAT the Minutes of May 7, 2018 be approved as circulated, including any revisions to be made, Carried.

## **B. Meeting**

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### **B.1 Presentation from the Attainable Housing Corporation**

The Blue Mountains Attainable Housing Corporation did not present their presentation, however, they noted that they would like to ensure that everyone that is working on attainable housing in the area is delivering the same message. It was noted that a communication strategy should be prepared with the goals, objectives, and tactics that everyone should be using to deliver a consistent message. It was noted that Kristen will put something together and send it around to the Committee for feedback.

There was then a discussion regarding communication, in particular, about the objectives of the Attainable Housing Corporation. It was noted that one of the objectives is to have the general public possess a basic knowledge of what attainable housing is, know who to speak to if they have a question, etc., It was then questioned as to whether a communication strategy was one step ahead of where the groups currently are with attainable housing.

It was noted that all of the groups involved in attainable housing need a basic strategy before a communication strategy. EDAC should go then over this strategy, as well as Town Council, and it has to be looked at regionally as well to ensure all of the pieces will fit together as we work to figure out what attainable housing should look like for each municipality. It was noted that this process will allow for some clarity and all of the groups

involved would understand their roles, ensure that efforts are not overlapping, and ensure that everyone has a long term plan first to ensure the best path forward.

Bruce Taylor then joined the meeting.

There was then a discussion regarding the study that was completed by a consultant for the Labour Supply Task Force and Andrew presented a PowerPoint with a summary of the findings. This PowerPoint noted that there are about 2,250 people throughout South Georgian Bay in immediate need of some form of attainable housing, and businesses are currently spending capital to ensure their workers have housing, instead of investing this capital back into their businesses. It was also noted that developers currently have no economic incentives to build smaller homes or higher density homes.

It was noted that the immediate need is for entry level staff housing built as soon as possible. Purpose-built rental housing, and affordable home ownership will also be needed in the future. It was also noted that this report looks at public-private partnerships to move towards attainable housing in the area, including getting employers to underwrite units to ensure higher density units built, as well as working with the municipalities to develop incentives for developers, which could include a break or deferment of development charges, for example, or to identify public land which could be used to build these units.

There was then a further discussion regarding the Town's development charges and fee structure. It was noted that staff should put a plan together which should include looking at whether there is any public land for attainable housing development, as well as a change in development charges or how they are applied. It was suggested that this was something that should be proposed for the 2019 Budget. It was also noted that the Blue Mountains Attainable Housing Corporation could look at alternative incentives or programs beyond their secondary suite and down payment assistance programs, and could work together with the municipality for further programs or incentives.

There was then a discussion on other alternatives for attainable housing, such as tiny homes. It was noted that a consultation did take place with the Beaver Valley Outreach regarding attainable housing, and their focus was very much on the need for seniors housing, and any discussions on attainable housing must ensure that anyone inquiring about senior housing is directed to the right contacts, such as the County.

## **B.2 Attainable Housing Workshops Project Outline**

It was noted that at least one of these workshops should include information on social and senior housing, and Grey County should be invited to speak about this at the meeting, in order to ensure that we separate the discussions regarding social and seniors housing from the discussions of workforce housing. Each discussion requires a different set of partners and there could be confusion if both were discussed at the same workshop.

There was then a discussion on the next steps that must happen before these workshops take place, and it was noted that there should be a Special Meeting of Council to speak to Council about Attainable Housing and Andrew Siegwart will ensure that he arranges for the consultant to present the findings from the Labour Supply Task Force's Study.

It was then noted that Kristen will put some models together to get a better understanding of what needs to be done to ensure that developers will still make a profit on any attainable housing builds, to ensure that these will actually get built. Kristen's study will include some hypothetical numbers and options, such as land supplied by the Town, lower or deferred Development Charges, etc.

There was then a discussion regarding what some of this attainable housing could look like throughout the area.

### **B.3 Next Steps**

It was noted that the first priority is to get in front of Council and then the public. It was noted that EDAC should also work with the Attainable Housing Corporation and the Labour Supply Task Force to see what everyone can bring to the table.

It was noted that the workshops should include a presentation to the public on what everyone has been working on, what the plan is for attainable housing, as well as a statement from the municipality about what they will have to look into, i.e. land and DC's, as well as a statement from the County, and then welcome feedback from the community.

It was noted that a Staff Report should be presented at the Special Meeting of Council to get Council's endorsement on including attainable housing in the 2019 Proposed Budget, and the Committee should wait until a few weeks after this Council meeting to have their first workshop, perhaps in early August.

It was then noted that one of the biggest barriers for developers is their concern about speed to market, so if the municipality and all of the other organizations involved in attainable housing have a game plan, then it would be easier to get developers on board if they do not have to jump through hoops for attainable housing.

It was also noted that there will be a bigger presence of Senior Management at future EDAC meetings.

### **C. Upcoming Meeting Dates**

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The next meeting will take place on Tuesday, July 17<sup>th</sup> from 3:00 p.m. in the Committee Room at Town Hall.

### **D. Adjournment**

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Steve adjourned the Economic Development Advisory Committee Meeting at 10:41 a.m.