



Staff Report

Administration

Report To: Committee of the Whole
Meeting Date: January 16, 2019
Report Number: FAF.19.015
Subject: Economic Development Advisory Committee (EDAC) – Terms of Reference
Prepared by: Shawn Everitt, Interim CAO

A. Recommendations

THAT Council receive Staff Report FAF.19.015, entitled “Economic Development Advisory Committee (EDAC) - Terms of Reference”;

AND THAT Council endorse the revised Terms of Reference as presented in Attachment 1 of this report.

B. Overview

This report brings forward proposed changes to the existing Economic Development Advisory Committee Terms of Reference.

C. Background

The Economic Development Advisory Committee is a formal Advisory Committee of Council.

The review of the current Terms of Reference was identified as a priority during the last quarter of 2018 by the Advisory Committee Members and was timely as a new Economic Development Advisory was to be established through the appointment process with the new Term of Council.

D. Analysis

The Economic Development Advisory Committee proposed Terms of Reference included the following recommended changes as identified in Attachment 1 of this report;

Section 2 Mandate

The addition of the following point;

- To provide a forum for the exchange of ideas and action plans on programs and initiatives of other Council committees and entities relating to Economic Development;

Section 3 Membership/Voting

- The Committee will be comprised of up to thirteen (13) members representing various sectors.

This is a proposed change from twelve (12) to thirteen (13) member representation.

Section 3 Voting Members

- One (1) member representing the Blue Mountains Attainable Housing Corporation;
- One (1) member representing the Blue Mountains Transportation Committee;
- One (1) member representing the Blue Mountains Sustainability Committee;

The addition of three Committee representatives to the Economic Development Advisory Committee is contingent on the three committees identified being approved by Council at the January 30th, 2019 meeting of Council.

Section 3 Voting members

- Changing the reference from Georgian Triangle Tourism Association to reflect the association's new name of South Georgian Bay Tourism.
- The Mayor, as ex-officio does not count towards the Committee membership. However, the Mayor as ex officio does have the right to vote and make motions.

Section 4 Quorum

Staff is recommending the addition of this section to help with the effectiveness and efficiency of the Advisory Committee reporting to Council on a regular basis.

- Quorum for the Economic Development Advisory Committee, as per the standards of the Municipal Act 2001, is 7 voting members, which must include at least 1 Council representative, regardless of the number of members in attendance.
- The Council representatives assigned to the Economic Development Advisory Committee count towards quorum.
- The Mayor as ex officio does not count towards quorum. However, the Mayor as ex officio does have the right to vote and make motions.

E. The Blue Mountains Strategic Plan

Goal #1: Create Opportunities for Sustainability

Objective #1 Retain Existing Business

Objective #2 Attract New Business

Objective #3 Promote a Diversified Economy

Objective #4 Support Value-Added Agriculture and Culinary Tourism

Objective #5 Improved Visibility and Local Identity

Goal #2: Engage Our Communities & Partners

Objective #1 Improve External Communication with our Constituents

Objective #2 Use Technology to Advance Engagement

Objective #3 Strengthen Partnerships

Goal #3: Support Healthy Lifestyles

Objective #1 Promote the Town as a Healthy Community

Objective #2 Increase the Range of Housing Choices and Promote Housing Affordability

Objective #3 Manage Growth and Promote Smart Growth

Objective #4 Commit to Sustainability

Goal #4: Promote a Culture of Organizational & Operational Excellence

Objective #2 Improve Internal Communications Across our Organization

Objective #4 To Be a Financially Responsible Organization

Objective #5 Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

F. Environmental Impacts

None at this time

G. Financial Impact

None at this time

H. In consultation with

Senior Management Team

Town Clerk

Economic Development and Communication Coordinator

I. Public Engagement

The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Shawn Everitt, cao@thebluemountains.ca;

J. Attached

1. Proposed Terms of Reference
2. Current Terms of Reference

Respectfully Submitted,

Shawn Everitt
Interim Chief Administrative Officer

For more information, please contact:
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Economic Development Advisory Committee

TERMS OF REFERENCE

1. PURPOSE

The Town of The Blue Mountains Economic Development Advisory Committee will make recommendations to Council and provide insight into matters relating to the economic development and economic wellbeing of the Town of The Blue Mountains.

2. MANDATE

The mandate of the Town of The Blue Mountains Economic Development Advisory Committee is to:

- Assist, in an advisory capacity, Council and Staff on matters relating to economic development;
- Provide advice to Council and Staff in developing and implementing an economic development strategy;
- Review and / or participate in the development of Town policies, programs and initiatives relating to Economic Development;
- To provide a forum for the exchange of ideas and action plans on programs and initiatives of other Council committees and entities relating to Economic Development;
- Support and develop economic opportunities to encourage sustainability and prosperity within the community;
- Work in partnership with staff and local economic development partners to actively assist in fostering and promoting a positive community image and a healthy business environment for existing and prospective businesses;

- Form sub-committees to deal with specific initiatives, and identify strategic solutions; and Undertake other assignments as may be requested by Council, as it relates to the overall purpose of the committee.

3. MEMBERSHIP / VOTING

The Committee will be comprised of up to **thirteen (13) members** representing various sectors. The composition is as follows:

Voting Members:

- One (1) member representing the Blue Mountains Agricultural Advisory Committee;
- One (1) member representing the Blue Mountain Village Association;
- One (1) member representing the Blue Mountains Chamber of Commerce;
- One (1) member representing the Clarksburg Business Association;
- One (1) member representing the Blue Mountains Attainable Housing Corporation;
- One (1) member representing the Blue Mountains Transportation Committee;
- One (1) member representing the Blue Mountains Sustainability Committee;
- (One (1) member representing the Georgian Triangle Development Institute
- One (1) member representing the **South Georgian Bay Tourism**;
- One (1) member representing the Small Business Enterprise Centre;
- One (1) member representing the Thornbury Business Improvement Area;
- Two (2) Council representatives to be selected by Council; and
- Mayor as ex officio (not counted towards Committee membership)

Potential Members are brought forward for consideration by their respective committees, boards or coalitions.

Members are selected by resolution of Council. The term of the Committee is four years and is concurrent with the term of Council.

The Committee shall, from amongst its members, choose a Committee Chair.

Non-Voting Members:

- Chief Administrative Officer as ex officio
- Communications and Economic Development Coordinator
- Department Directors / Managers (As Requested by the Committee)

Members will:

- Have demonstrated expertise in their affiliation(s);
- Be able to allocate sufficient time during the day for participation in regularly scheduled meetings;
- Be able to allocate sufficient time to review the agenda, minutes and any applicable documentation in advance of each regularly scheduled meeting;
- Demonstrate a strong interest in and commitment to remaining informed on economic development issues;
- Participate as a team member, capable of a community ambassador role;
- Be strong proponents of business growth for the Town.

Additional Committee Members may be appointed by Council pending the growth of activities undertaken.

4. Quorum

Quorum for the Economic Development Advisory Committee, as per the standards of the Municipal Act 2001, is 7 voting members, which must include at least 1 Council representative, regardless of the number of members in attendance.

The Council representatives assigned to the Economic Development Advisory Committee count towards quorum.

The Mayor as ex officio does not count towards quorum. However, the Mayor as ex officio does have the right to vote and make motions.

5. Sub-Committee:

Should the Committee feel a sub-committee is required to deal with specific issues, such sub-committees shall be ad hoc in nature, with specific, clearly articulated mandates. All sub-committees shall be reviewed annually to determine whether they need to continue. Membership on sub-committees may be expanded to include individuals who are not advisory committee members, to take advantage of individual expertise.

6. REMUNERATION

No compensation shall be made to members of the Economic Development Advisory Committee for their participation.

7. MEETING TIME AND LOCATION

The committee will meet monthly at 9:00 am, except during July and August. Additional meetings of the Committee may be called by the Chair, with a minimum of 72 hours' notice, to address urgent matters.

Meetings will be held in the Council Chambers at the Town of The Blue Mountains Town Hall. If the Council Chambers are not available an appropriate alternative location will be selected.

8. AGENDA, MINUTES & PROCEDURE

Agenda items will be set by the Chief Administrative Officer or the Communications and Economic Development Coordinator, in consultation and under approval of the chair.

Minutes will be kept by the Administrative Assistant who will distribute the minutes to all of Council in accordance with the Town practice.

All meetings shall be conducted in accordance with Town of The Blue Mountains Procedural By-law.

The Blue Mountains Economic Development Advisory Committee

TERMS OF REFERENCE:

Economic Development Advisory Committee

1.PURPOSE

The Town of The Blue Mountains Economic Development Advisory Committee is an Advisory Committee to Council constituted to make recommendations on matters relating to the economic development¹ and economic wellbeing of the Town of The Blue Mountains.

2.MANDATE

The mandate of the Town of The Blue Mountains Economic Development Advisory Committee is to:

- Assist, in an advisory capacity, Council and Staff on matters relating to economic development;
- Review and / or participate in the development of Town policies, programs and initiatives relating to Economic Development to ensure such endeavours foster a prosperous business climate in the Town and support the overall goals and objectives of the following as they relate to economic development and long-term economic development planning:
 - Community Improvement Plan
 - Southern Georgian Bay Regional Economic Development Strategy
 - The Blue Mountains Official Plan
 - The Blue Mountains Red Hot and Blue: Plan for Economic Prosperity in The Blue Mountains
 - The Blue Mountains Sustainable Path;
- Facilitate the development of new and existing enterprises, inclusive of agriculture, through support and provision of opportunities for economic development growth designed to enhance the quality of life and prosperity in our community;
- Work in partnership with Staff and local economic development (ED)partners (i.e. those sectors identified below, and partners considered by the current Committee as working in local ED), to actively assist in fostering and promoting a positive community image and a healthy business environment for existing and prospective businesses;
- Develop and bring forward on an annual basis an economic development work plan and supporting budget for Council's consideration.; and
- Undertake other assignments as may be requested, as it relates to the overall purpose of the committee.

¹ Local Economic Development (LED) as defined by the World Bank offers local government, the private sector, the not-for-profit sectors and the local community the opportunity to work together to improve the local economy. It aims to enhance competitiveness and thus encourage sustainable growth that is inclusive.

3. MEMBERSHIP / VOTING

The Committee will be comprised of up to ten (10) members representing various sectors. The composition is as follows:

Voting Members:

- One (1) member of Council to be selected by Council;
- One (1) member representing the Agricultural Advisory Committee;
- One (1) member representing the Blue Mountain Village Association;
- One (1) member representing the Blue Mountains Chamber of Commerce;
- One (1) member representing the Clarksburg Business Association;
- One (1) member representing the Community for Youth Coalition (C4YC);
- One (1) member representing the Georgian Triangle Tourist Association;
- One (1) member representing the Small Business Enterprise Centre; and
- One (1) member representing the Thornbury Business Improvement Area.
- Mayor as ex officio

Potential Members are brought forward for consideration by their respective committees, boards or coalitions.

Members are selected by resolution of Council. The term of the Committee is four years and is concurrent with the term of Council.

Non- Voting Members:

Chief Administrative Officer as ex officio non-voting member

Communications and Economic Development Coordinator (Advisory)

In making its appointments, Council shall have regard for the qualifications of candidates, diversity of business interests,

Members will:

- Have demonstrated expertise in their affiliation(s);
- Be known in the community as successful business people and/or engaged residents with a well-developed (business) community network;
- Be able to allocate sufficient time during the day for participation in regularly scheduled meetings;
- Demonstrate a strong interest in and commitment to remaining informed on economic development issues;
- Participate as a team member, capable of a community ambassador role;
- Be strong proponents of business growth for the Town.

Additional Committee Members may be appointed by Council pending the growth of activities undertaken.

Should the Committee feel a sub-committee is required to deal with specific issues, such sub-committees shall be ad hoc in nature, with specific, clearly articulated mandates. All sub-committees shall be reviewed annually to determine whether they need to continue. Membership on sub-committees may be expanded to include people who are not advisory committee members, to take advantage of individual expertise.

The Committee shall, from amongst its members, choose a Committee Chair. Meetings will be held quarterly or at the call of the Chair. Minutes will be kept by the Committee administrator who will distribute the minutes to all of Council in accordance with the Town practice.

All meetings shall be conducted in accordance with Council's Procedural By-law. The Committee shall report through the Finance & Administration Committee unless the Chair deems it expedient that a report be made directly to Council.