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STAFF REPORT: Communications and Economic Development



REPORT TO: Committee of the Whole
MEETING DATE: June 27, 2016
REPORT NO: FAF.16.66
**SUBJECT: Appointment of Youth
 Representative for Economic
 Development Advisory Committee**

**PREPARED BY: Elizabeth Cornish, CEDC on behalf
 of the Economic Development
 Advisory Committee**

A. Recommendations

THAT Council receive Staff Report FAF.16.66 'Appointment of Youth Representative for the Economic Development Advisory Committee';

AND THAT Council appoints Tracey Johnston as Youth Representative to the Economic Development Advisory Committee.

B. Background

The Economic Development Advisory Committee has had a vacant position in the youth position for over a year. Our previous youth member was on maternity leave, and we held the position open for one year. This individual has decided not to return, and we began our search for a new youth representative.

Tracey Johnston started a local business in Town of The Blue Mountains last year through Starter Company, a grant program run on behalf of the province by the South Georgian Bay Small Business Enterprise Centre. She operates this business, Spinnaker Marketing www.spinnakermarketing.ca, from her home in The Blue Mountains. She also works with Mountain Goat Film.

The following motion was made at the June 13, 2016 Economic Development Advisory Committee Meeting:

'THAT the Economic Development Advisory Committee recommend that Tracey Johnston from the Spinnaker Marketing and Mountain Goat Film Company fill the Youth Representative position on the Economic Development Advisory Committee.'

C. The Blue Mountains' Strategic Plan

1. Create Opportunities for Sustainability
- 2.3 Engage Our Communities and Partners: Strengthen Partnerships

D. Environmental Impacts

None.

E. Financial Impact

None.

F. In Consultation With

Troy Speck, Chief Administrative Officer

G. Attached

Attachment 1- Biography of Tracey Johnston

Respectfully submitted,

Elizabeth Cornish, Communications and Economic Development Coordinator

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Biographies: Economic Development Advisory Committee Nominees

Tracey Johnston's Bio:

Tracey was born in Toronto, and grew up in Dubai, UAE and Cambridge, ON, and moved to the Collingwood - Blue Mountain area near the end of high school. She holds a Bachelor of Business Administration from Laurentian University; while earning her degree she worked in various culture and tourism positions at the municipal level with the Town of Collingwood, Town of the Blue Mountains and Bruce County.

Tracey's professional career has been locally based in media and marketing, having worked with dynamic local companies such as Switch Video, extending to her opportunities from a young age to travel to Europe to work with clients including Hewlett Packard Enterprise Services. She is currently co-directing, writing and producing Blue Mountain Resort's 75th Anniversary Documentary, a three year project that will be released for the 2016/2017 winter season.

She is a voting member of the Academy of Canadian Cinema & Television. Last year Tracey co-founded the South Georgian Bay Media Association, a registered not-for-profit that focuses on local economic development for media industries and programming for youth in media arts.

Tracey started a local business last year through Starter Company thanks to a grant from the Small Business Enterprise Centre SGB. She operates Spinnaker Marketing www.spinnakermarketing.ca from her home in The Blue Mountains.