

CEDC 14.5

STAFF REPORT: Communications and Economic Development

REPORT TO: Committee of the Whole
MEETING DATE: December 8, 2014
REPORT NO.: CEDC.14.5
SUBJECT: 2014 Economic Development
 Advisory Committee Member
 Confirmation

PREPARED BY: Elizabeth Cornish,
 Communications and Economic
 Development Coordinator
 on behalf of the Economic
 Development Advisory
 Committee

A. Recommendations

That Council receive Staff Report CEDC.14.5 “Economic Development Advisory Committee (“EDAC”) Member Appointment”; and

THAT Council appoints the candidates put forward for consideration being:

1. Andrew Hill, Georgian Triangle Development Institute
2. Gillian Fairley, South Georgian Bay Business Enterprise Centre
3. Casey Thompson, Thornbury Business Improvement Association
4. Jim Farmilo, Blue Mountains Chamber of Commerce
5. Don Braden, Blue Mountain Village Association
6. Mylisa Henderson, Georgian Triangle Tourism Association
7. Pending Committee Selection, Agricultural Advisory Committee
8. Jennifer Perks, Youth

THAT Council nominate a Council representative to the Economic Development Advisory Committee.

THAT Council approve the removal of the Clarksburg Business Association which has disbanded in the past year.

B. Background

In April 2012, Council adopted a recommendation, directing staff to proceed with stakeholder economic development consultations on what the Town’s local economic development roles and responsibilities should be, pursuant to Section 11 of the *Municipal Act, 2001*. The objective of this consultation process was to better understand how the Town could best fit into the economic development landscape of The Blue Mountains and invest funds from the economic development budget in accordance with these notions and the Town’s previously endorsed plans.

There was consensus that a Committee of this nature would serve as a catalyst in supporting projects that address priorities resulting in long term economic benefits to the Town. The Committee has been operating since March 2014.

The goal of the Committee would be to identify multi-year Economic Development opportunities with a proposed budget for same, while supporting projects and initiatives that demonstrate local economic development value, consistent with the goals and action items of previously endorsed plans included but not limited to:

- Red Hot and Blue;
- Our Sustainable Path;
- The Blue Mountains Community Improvement Plan;
- The Town's Official Plan; and
- The South Georgian Bay Regional Economic Development Strategy.

The Committee would be a formal Committee of Council, making recommendations to Council on economic development initiatives, investment and building a long-term economic development implementation plan for the community.

The committee will be comprised of up to ten (10) members representing various sectors.

The following chart represents the organizations approved by Council to sit on this committee; along with the representatives they are each putting forward to represent them:

	Organization	Name of Individual Being Nominated
1	Council	Council to nominate one representative.
2	Agricultural Advisory Committee	Pending Committee Selection
3	Blue Mountain Village Association	Don Braden
4	Blue Mountains Chamber of Commerce	Jim Farmilo
5	Georgian Triangle Development Institute	Andrew Hill
6	Georgian Triangle Tourist Association	Mylisa Henderson
7	Small Business Enterprise Centre	Gillian Fairley
8	Thornbury Business Improvement Area	Casey Thompson
9	Youth	Jennifer Perks
10	Mayor	ex officio

Non-voting members will be:

CAO (Troy Speck) as ex officio non-voting member.

Communications and Economic Development Coordinator (Elizabeth Cornish) as a resource to the committee.

In 2013, the Clarksburg Business Association discontinued operations and has not been able to reform. As such we are recommending their removal for the coming term. We will reconsider membership if they reform and complete the necessary documentation to formalize their association.

C. The Blue Mountains' Strategic Plan

6.6 Implement processes for continuous improvement

D. Environmental Impacts

None.

E. Financial Impact

None.

F. In Consultation With

Troy Speck, Chief Administrative Officer

G. Attached

Attachment 1 – Biographies of Nominated Members

Attachment 2 – Economic Development Advisory Committee Terms of Reference

Respectfully submitted,

Signature

Troy Speck, CAO

For more information, please contact:

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Biographies: Economic Development Advisory Committee Nominees

Gillian Fairley, Manager, South Georgian Bay Small Business Enterprise Centre

As Manager of the South Georgian Bay Small Business Enterprise Centre, Gillian provides resources, advice and support to local small businesses during their development, retention and operation. Gillian has spent the last three years assisting entrepreneurs in the community in developing and launching their new ventures, assessing opportunities, creating business and marketing plans, as well as delivering workshops and training to small business owners on important business topics. Gillian has extensive project management and management consulting experience. She has worked with organizations throughout the United States, as well as in the U.K., Germany and Sweden. Gillian has consulted for the public and private sectors, including the automotive, manufacturing, financial services, insurance, and real estate sectors.

Andrew Hill, Georgian Triangle Development Institute

Pending

Casey Thompson, Thornbury Business Improvement Association

Pampered Chef Canada: 1996 - 2004

- Senior Director, Sales and Marketing - team of 300+ nationwide, annual performance top 1% of company

Intrawest Resorts: 2004 - 2009

- Marketing Director - Blue Mountain, Ont , Sandestin, Fla and Toronto, Ont. Managed budgets in excess of \$2m, team of 50+ people. Responsible for hiring, training, team development/management, budgets, sales targets, monthly & annual reporting for three business sites

The Cheese Gallery: 2010 - present.

- Start up business
- Owner operated

Village Foundation: Board member 2008 - present

Thornbury BIA: Vice Chair



Don Braden, Blue Mountain Village Association

Don Braden was appointed President of the Blue Mountain Village Association in December 2004. In such capacity, he acts as the CEO of the Association and directs its key activities: (i) destination marketing; (ii) events and animation; (iii) ensuring a safe, clean and well maintained environment for guests and (iv) government relations. By virtue of his position, Don is also a director of the Association. The Village Association is a key stakeholder in the resort development at Blue Mountain.

Don is immediate past chair of the Georgian Bay Destination Development Partnership, a product development and marketing alliance that is developing the Georgian Bay as a destination icon in Ontario. He remains on the executive committee and chairs a board committee. He was a member of the Transition Team for RTO7, its Board Selection Committee and its Priority Projects Committee. He is chair of the Grey County Tourism Advisory Committee. He also serves as a director on the board of the Tourism Industry Association of Ontario (TIAO) representing the DMO/RTO sectors.

Don is also President of the Blue Mountain Village Foundation, an organization that raises funds, which are distributed to charities in the Georgian Bay region. He has also served on the Town of the Blue Mountains Integrated Sustainability Committee as 1 of 4 community members. He has just assumed the role of sponsorship director for the BVAA baseball league.

Prior to joining the Village Association Don was a partner in an association management company based in Toronto that provides a full range of services to a widely divergent group of associations.

Don has managed associations representing many different business sectors, both provincial and national in scope. This experience includes the marketing of memberships, trade shows and conferences. This has often been coupled with securing sponsorships to assist in the funding of the events. Don has also developed strong communications programs for the clients based on their particular needs including newsletters, a 72-page magazine, web sites, various electronic messaging systems and media relations programs. Don has also been a registered lobbyist at the provincial and federal levels.

Prior to his association experience, Don was president of a national telecommunications equipment supplier and he spent 10 years in the federal government in the area of Competition Law enforcement. Don graduated from the University of Victoria with a BA in economics.

Jim Farmilo, The Blue Mountains Chamber of Commerce

Family:

Jim and Karen Farmilo moved to Clarksburg in 2007 from Glen Williams, Ontario. Karen owns a yarn shop located in Collingwood. They have five children and their families are scattered across Canada. When not working, Jim and Karen enjoy picnics, coffee by the bay, exploring the County and their back yard.

Community:

Jim has always been actively involved in community activities. He was on the executive of the Ratepayers' Association in Glen Williams (Halton Hills) and involved with many associations both in the work environment and private life. He has coached baseball, volleyball and basketball.

In the Blue Mountains, Jim has been active as a Chamber of Commerce Director since 2007, been Vice-President for two years and is the current President. He has been a board member at the Marsh Street Centre for three years, and is currently a member of the Agricultural Advisory Committee. As an active participant in workshops, Jim has contributed to all of the studies carried out in the Blue Mountains over the past years, including the CIP and Economic Development (Red, Hot and Blue) workshops and others. He has attended many of the Council meetings in the past three years and supported many of the economic initiatives that have been brought forward over that time.

Strengths:

Jim has a vision for the Blue Mountains that includes a robust and welcoming business environment as one pillar of a strong and sustainable community. He is a manager focused on the importance of team work to achieve a specific and measurable goal, and has the philosophy that each person or group contributes their specific strengths to achieve that goal.

What Jim will bring to the proposed committee is a dedication to the strength of the community backed by extensive experience in small and medium sized companies, international focus, the ability to work with multiple personalities and cultures, and a managerial style that allows individuals to succeed within a team.

In summary, my proudest achievement is that of the six start-up companies I have been involved with, five are still in business. One of my biggest successes was in Denmark, managing a group of 24 dedicated and successful people around the globe who achieved amazing things for their company.



November 28, 2013

Mylisa Henderson, Co-Owner & Director of Marketing & Sales, Scandinave Spa Blue Mountain

Since opening its doors in December 2006, Scandinave Spa Blue Mountain has offered visitors to the South Georgian Bay region a truly unique Ontario experience. The spa is an icon attraction for the area, offering the renowned outdoor Scandinavian Bath experience & Registered Massage treatments all year round. As owner/operator in charge of Marketing & Sales, Mylisa has formed strong partnerships with over 45 tourism/business operators in the region to help raise awareness of local tourism offerings & increase the length of stay of visitors. With this collaborative mindset, the Spa has increased visitation from 28,000 guests in its first year to over 97,000 in 2013. As a business owner, Mylisa has experience in strategic planning of a business model from concept to daily operation. Mylisa has been a Director on the Georgian Triangle Tourist Association Board since 2007 and was a member of the Regional Tourism Organization (RTO7) Transition Team as Chair of the Priority Project Committee from 2010-2011.

Pending Committee Selection, Agricultural Advisory Committee

Pending.

Jennifer Perks, Youth

Jennifer Perks is the Coordinator of Children & Youth Services at the Blue Mountains Public Library, as well as the current chairperson of the Georgian Bay Youth Roots group; a network that works to support the value of youth in both the Municipality of Meaford and The Blue Mountains

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 Georgian Triangle Development Institute;
- 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.