



Minutes

Economic Development Advisory Committee

Meeting Date: September 9, 2019
Meeting Time: 9:00 a.m. – 11:00 a.m.
Location: Council Chambers
Prepared by: Sarah Merrifield, Executive Assistant Committees of Council

A. Call to Order

Vice-Chair Andrew Siegwart called the meeting to order at 9:00 a.m. with Committee members Deputy Mayor Bartnicki, Cary Eagleson, Tony Poole, Nancy Griffin, Sarah Filion, Tim Newton and Mylisa Henderson present. Krystin Rennie joined the meeting at 9:13 a.m.

Town staff present included Deputy Treasurer/Manager of Accounting and Budgets Sam Dinsmore, Communications and Economic Development Coordinator Tim Hendry and Communications and Economic Development Project Specialist Jeremy Chan.

Regrets were sent from Committee members Steve Simon, and Councillor Bordignon.

▪ Approval of Agenda

Moved by: Tony Poole

Seconded by: Tim Newton

THAT the Agenda of September 9, 2019 be approved as circulated, including any additions to the Agenda, 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 2018-20, 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 (August 12, 2019)

Moved by: Sarah Filion

Seconded by: Tony Poole

THAT the Minutes of August 12, 2019 be approved as circulated, including any revisions to be made, Carried.

B. Staff Reports and Deputations

B.1 Deputations, if any

B.1.1 Deputation: Mike McCabe, Collingwood Driver Seat Re: Transportation in The Blue Mountains

Mike McCabe provided a presentation regarding Collingwood Driver Seat. Mr. McCabe thanked the Committee for providing him an opportunity to discuss his business, Collingwood Driver Seat. Mr. McCabe noted Collingwood Driver Seat is a micro-transit business that offers multiple transit solutions, including employee transportation. Mr. McCabe noted he has owned property in The Blue Mountains for many years, but recently moved to the area full-time. He congratulated the Town for recently getting Uber in the area, and noted that the more transportation solutions available, the better.

Mr. McCabe cited several examples of Driver Seat businesses, including shuttling employees to OnRoute locations in Kitchener and shuttling employees to the Listowel Meat Packing Plant. Mr. McCabe noted Collingwood Driver Seat is eager to provide services to workers and employees within the area. Mr. McCabe confirmed Collingwood Driver Seat is willing to provide any transit service needs identified by the community and confirmed Driver Seat has an app where customers can request rides, communicate with their driver and review a live map.

Mr. McCabe confirmed The Blue Mountains is Collingwood Driver Seat's home base and confirmed the company is currently equipped with a 12-seat passenger vehicle, a 7-seat mini-van, and can customize its vehicles according to clientele needs.

Andrew thanked Mr. McCabe for his presentation.

B.1.2 Presentation: Steve Furness and Savannah Myers, Grey County Economic Development Re: Economic Development Data for Town of The Blue Mountains

Steve Furness and Savannah Myers of Grey County Economic Development provided an overview of Economic Development Data for Town of The Blue Mountains. Steve and Savannah reviewed Grey County industry sectors, employment growth, Statistics Canada information, Grey County observations (building permits, demographics, and workforce demand observations), The Blue Mountains economy, household income, employment growth, job posting demographics, and conclusions.

Steve noted several general observations from the data including, that the Town needs its neighbours, and economic development health should be considered at a more regional level. Steve noted the Town has demographic challenges which will require a variety of housing solutions so that people can age in place. Steve noted overall, the Town is in great shape as a community.

Tim Newton noted that while the Town's demographics show an aging population, enrolment in the region's schools is growing. Tim also requested clarity regarding whether the County has noticed any increase in manufacturing and industry in the region. Steve confirmed there has not been a notable increase, perhaps due to NAFTA.

Vice Chair Siegwart commented on the robustness of the service industry in The Blue Mountains, and noted that when the service industry is well-cultivated, it has benefits not only for visitors, but for locals. Andrew further pointed out that the Town needs to attract young people and also allow retirees to age in place. The housing needs for both sectors have some parallels. It was noted that retirees have different needs in terms of health, experience, and those must be considered. Steve noted Grey County is involved in Think Canada and if the Town has specific economic development needs, Grey County can utilize partnership with Think Canada to promote those needs.

Deputy Mayor Bartnicki noted a diversity conference she attended in Fall 2018 and stated the Town needs to be welcoming and open to newcomers to Canada and youth. Savannah Myers commented that Grey County has restructured its Economic Development Department based on specialty and topic. There is a new program being developed between Grey and Bruce Counties focusing on newcomer attraction. Andrew noted the Tourism Advisory Committee to Grey County is planning a workshop to analyze visitor statistics and demographics to Blue Mountain Village which will result in implementable recommendations to promote and support diversity.

Andrew thanked Steve and Savannah for their presentation.

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

NOTE: In accordance with the Town Procedural By-law 2018-20 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.

None

B.3 Staff Reports

B.3.1 2020-2022 Budget, FAF.19.150

Moved by: Odette Bartnicki

Seconded by: Sarah Filion

THAT the Economic Development Advisory Committee receive Staff Report FAF.19.150, entitled "2020 – 2022 Budget";

AND THAT the Economic Development Advisory Committee direct the Economic Development Advisory Sub-Committee to consider 2020, 2021, and 2022 budget options for the Committee's consideration at the October 16, 2019 Committee meeting, Carried.

Deputy Treasurer/Manager of Accounting and Budgets Sam Dinsmore left the meeting at 10:12 a.m.

C. Matters for Discussion

C.1 Sub-Committee Update: Economic Development Strategy

Communications and Economic Development Advisory Coordinator Tim Hendry noted the Strengths, Weaknesses, Opportunities, and Threats (“SWOT”) Analysis will form the foundation of the Economic Development Strategy. Communications and Economic Development Project Specialist Jeremy Chan reviewed the SWOT Analysis with the Committee. Mylisa Henderson stated that the Town, in developing its Economic Development Strategy, needs to focus on what makes it unique. Tim Hendry noted the Town is a true four-season community which sets it apart from other, similar municipalities. Mylisa noted the need to explain what “Open for Business” means at a community and business level. Tony Poole commented the need to create incentives for innovation, expansion and retention of businesses. Nancy noted the Town should take a proactive approach to economic development. Krystin Rennie noted many Commercial and Industrial zoned land in Town is not serviced to the property line with municipal water and wastewater. Krystin suggested this is an impediment to potential businesses that may look to expand into The Blue Mountains. Deputy Mayor Bartnicki noted pre-serviced Commercial and Industrial lots is a good suggestion that Economic Development could consider making to Council. Krystin also referenced the need to consider secondary school options to model services to support families.

Tim Hendry noted the Economic Development Strategy will allow for Committees of Council to provide input. Tim confirmed that Town staff regularly and proactively meet with businesses and noted in the agriculture sector, the main feedback he receives is around community openness and integrating agricultural practices into the community fabric. Andrew commented on the “Open for Business” concept and agreed there is sometimes friction between different industries and trading areas. There is also an issue with NIMBYism, and with no formal Economic Development budget, there are challenges to promoting an “Open for Business” culture.

Andrew thanked the Sub-Committee and staff for presenting the SWOT Analysis.

C.2 Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) Rural Economic Development Grant Application – Tim Hendry, Communications and Economic Development Coordinator

Note: Included for the Committee’s reference is staff report FAF.19.167 Rural Economic Development Grant Opportunity, as provided to Council at the August 26, 2019 Special Meeting of Council.

Tim Hendry noted staff report FAF.19.167 Rural Economic Development grant Opportunity was presented to Council to seek permission to apply for the funding. Tim noted OMAFRA has recently changed the program to allow preference to applications which provide an implementation focus, rather than a strategy focus.

Tim commented this shift made it difficult to determine which initiatives would be more favorable and appropriate. Tim noted tourism signage is a focus and staff will apply for approval of the signage through the 2020 budget process.

C.3 Transportation Committee and Sustainability Committee Representation on the Economic Development Advisory Committee

Note: The following motions were passed at the August 13, 2019 Transportation Committee meeting and the August 14, 2019 Sustainability Committee meeting respectively.

Andrew read the motions noted below.

a) THAT the Transportation Committee appoints John Ardiel to act as Transportation Committee representative at the Economic Development Advisory Committee meetings for the 2018-2022 Term of Council, Carried.

b) THAT the Sustainability Committee recognizes Deputy Mayor Bartnicki, or an alternate as required, as the Sustainability Committee representative on the Economic Development Advisory Committee for the 2018-2022 Term of Council, Carried.

The group discussed that information regarding Economic Development Advisory Committee's request to have a member join the Sustainability Committee will be reviewed at the subsequent EDAC meeting.

C.4 Discussion regarding Consideration of Regional Airports to offer direct Flights from Toronto – Nancy Griffin (verbal)

Tim Hendry advised the Economic Development Sub-Committee would discuss this potential opportunity and follow-up with the Committee.

C.5 Roundtable Update from Organizations/Committees

C.5.1 The Blue Mountains Agricultural Advisory Committee Update

C.5.2 Blue Mountain Village Association Update

C.5.3 Blue Mountains Chamber of Commerce Update

C.5.4 Clarksburg Village Association Update

C.5.5 The Blue Mountains Attainable Housing Corporation Update

C.5.6 The Blue Mountains Transportation Committee Update

C.5.7 The Blue Mountains Sustainability Committee Update

C.5.8 Small Business Enterprise Centre Update

- Fall 2019 Business Events

Tim Newton advised the Small Business Enterprise Centre (“SBEC”) has renewed its agreement and will be in operation at least until March 31, 2022. The SBEC is holding a digital marketing series aimed at tourism businesses starting September 18, 2019.

Tim noted grant monies were received from FedDev Ontario to hold a women’s business event. It will be at The Grey restaurant in Thornbury on November 22, 2019.

C.5.9 Thornbury Business Improvement Area Update

C.5.10 South Georgian Bay Tourism Update

- South Georgian Bay Tourism Visitor Centre Update
- Ambassador Visitor Locations in The Blue Mountains

Mylisa advised that South Georgian Bay Tourism Visitor Centre has ended its tenure at the Collingwood Museum, which allows the association to be out in the community, meeting with businesses. Mylisa noted Ambassador Visitor Locations have been established in The Blue Mountains, one at Scandinave Spa and one at Royal Harbour Resort. These Ambassador Visitor Locations have additional tourism information for visitors.

C.5.11 Economic Development & Communications Coordinator Update

C.5.12 Grey County Economic Development Update

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

October 16, 2019
Town Hall, Council Chambers

G. Adjournment

Moved by: Sarah Filion

Seconded by: Tony Poole

THAT the Economic Development Advisory Committee does now adjourn at 11:10 a.m. to meet again at the call of the Chair, Carried.