



# Minutes

## Economic Development Advisory Committee

**Meeting Date:** October 28, 2019 REVISED  
**Meeting Time:** 9:00 a.m. – 11:00 a.m.  
**Location:** Council Chambers  
**Prepared by:** Sarah Merrifield, Executive Assistant Committees of Council

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### A. Call to Order

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Chair Peter Bordignon called the meeting to order at 9:03 a.m. with Committee members Sarah Filion, Cary Eagleson, Tony Poole, Steve Simon, Tim Newton, Nancy Griffin, and Mylisa Henderson present.

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

Regrets were sent from Committee members Deputy Mayor Bartnicki, Andrew Siegart, and Krystin Rennie, and the Town's Communications and Economic Development Coordinator Tim Hendry.

#### ▪ Approval of Agenda

Moved by: Tim Newton

Seconded by: Sarah Filion

THAT the Agenda of October 28, 2019 be approved as circulated, including any additions to the Agenda, being Item C.2.10 South Georgian Bay Tourism Update – Connecting for Growth Dinner, and E.1.1 Sign By-law, 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.

Steve Simon declared a pecuniary interest regarding Agenda Item E.1.1 Sign By-law.

#### ▪ Previous Minutes (September 9, 2019)

Moved by: Tony Poole

Seconded by: Mylisa Henderson

THAT the Minutes of September 9, 2019 be approved as circulated, including any revisions to be made, Carried.

## **B. Staff Reports and Deputations**

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### **B.1 Deputations, if any**

#### **B.1.1 Deputation: June Porter, Chair, The Blue Mountains Joint Municipal Physician Recruitment and Retention Committee Re: Primary Care Physician Recruitment**

June Porter, Chair, The Blue Mountains Joint Municipal Physician Recruitment and Retention Committee (“JMPPRC”) provided a presentation regarding Primary Care Physician Recruitment. Ms. Porter noted the purpose of her deputation is to highlight why Economic Development Advisory Committee members, and the business community at large, should be interested in the recruitment of Primary Care Physicians. Ms. Porter noted the need to liaise directly with medical schools and local medical professionals to develop The Blue Mountains as a desirable location for medical residents to settle.

Ms. Porter pointed out that one in five emergency visits are due to lack of access to a Primary Care Physician, and further noted access to Primary Care Physicians promotes a healthy workforce. Ms. Porter confirmed each physician injects approximately 750,000 into the economy.

Ms. Porter advised The Blue Mountains has a need for 6-8 Primary Care Physicians, and referenced the Town’s Red, Hot, and Blue document, and the Sustainable Path document as specifically identifying the need for physician recruitment and retention. Ms. Porter noted progress has been made in creating relationships with medical schools, potential preceptors, and medical residents. JMPPRC member Sandy Macauley advised there are currently two (2) practicing physicians in The Blue Mountains that are involved in residency programs.

Ms. Porter confirmed a request to the Town for financial support in incentivizing recruitment and retention of Primary Care Physicians and confirmed that these efforts should be supplemented through fundraising. Nancy Griffin recommended the JMPPRC contact the Institute of Southern Georgian Bay, the Canadian Association of Retired People, and Member of Provincial Parliament Jim Wilson.

Ms. Porter advised the Committee that Nurse Practitioners are extremely valuable to a community, but noted their services are not billed to the Ontario Health Insurance Plan (“OHIP”), so the practices would not be self-funding.

Councillor Bordignon thanked Ms. Porter and Ms. Macauley for their work on the JMPPRC, and for the 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 Follow-up, FAF.19.216**

Moved by: Sarah Filion

Seconded by: Cary Eagleson

THAT the Economic Development Advisory Committee receive Staff Report FAF.19.216 entitled “2020 - 2022 Budget Follow-up”;

AND THAT the Economic Development Advisory Committee endorses the 2020 to 2022 budget as included as Attachment #1 for Council consideration during the 2020 budget deliberations, Carried.

**B.3.2 Economic Development Strategy Update (October 2019), FAF.19.218**

Moved by: Tony Poole

Seconded by: Mylisa Henderson

THAT the Economic Development Advisory Committee receive Staff Report FAF.19.218, entitled “Economic Development Strategy Update (October 2019)” for information purposes.

AND THAT the Committee endorses the strategy timeline and phases as detailed within the staff report;

AND THAT the Committee endorses the public engagement plan as detailed within the staff report;

AND THAT the Committee endorses the project name “Vision 2020 - 2025 | The Blue Mountains Economic Development Strategy - Reaching our Peak”

AND THAT the Committee supports the recommendation from the sub-committee to allocate \$30,000 of the \$100,000 Economic Development Strategy Budget for the development of a Retail Gap Analysis for the entire Town of The Blue Mountains of which the results of the Retail Gap Analysis will be incorporated into the final Economic Development Strategy as action items, Carried.

## **C. Matters for Discussion**

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### **C.1 Economic Development Advisory Committee Request for Representation to Sustainability Committee**

Note: Included for information are the approved Sustainability Committee minutes of August 14, 2019.

At the September 30, 2019 Council meeting, the following resolution was passed:

THAT Council of the Town of The Blue Mountains receives The Blue Mountains Sustainability Committee Minutes dated August 14, 2019, Carried.

Councillor Bordignon read the motion from the August 14, 2019 Sustainability Committee minutes, being:

#### **C.4 Resolution from July 15, 2019 Council meeting regarding Economic Development Advisory Committee Request for Inclusion of One (1) Member to the Sustainability Committee**

THAT the Sustainability Committee has determined there is adequate representation on the Sustainability Committee, and adequate opportunity for representation throughout the Committees, and does not require a representative from the Economic Development Advisory Committee at this time, and encourages information sharing amongst Committees;

AND THAT the Sustainability Committee provides this information to Council and the Advisory Committees of Council through circulation of the August 14, 2019 Sustainability Committee minutes once adopted, Carried.

The Committee discussed the history associated with the request to join the Sustainability Committee, and agreed the matter should be reviewed further.

The group discussed the number of advisory Committees that have been established, and the need to ensure Committees are fulfilling their respective Mandates. In addition, it was noted that semi-annual reporting amongst Committees and to Council would be beneficial to ensure cohesion.

### **C.2 Roundtable Update from Organizations/Committees**

No updates received.

#### **C.2.1 The Blue Mountains Agricultural Advisory Committee Update**

#### **C.2.2 Blue Mountain Village Association Update**

#### **C.2.3 Blue Mountains Chamber of Commerce Update**

#### **C.2.4 Clarksburg Village Association Update**

#### **C.2.5 The Blue Mountains Attainable Housing Corporation Update**

#### **C.2.6 The Blue Mountains Transportation Committee Update**

**C.2.7 The Blue Mountains Sustainability Advisory Committee Update**

**C.2.8 Small Business Enterprise Centre Update**

- Connecting for Growth Dinner

Tim Newton reviewed the event details for the Connecting for Growth Dinner and requested the event to be shared amongst Committee members and their respective networks.

**C.2.9 Thornbury Business Improvement Area Update**

**C.2.10 South Georgian Bay Tourism Update**

**C.2.11 Economic Development & Communications Coordinator Update**

**C.2.12 Grey County Economic Development Update**

**C.3 Economic Development Advisory Committee Action Item Tracking**

- Economic Development Strategy
- 2020, 2021, 2022 Budget

**D. Correspondence**

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**D.1 Diana Dolmer, Resident  
Re: Single-Use Plastics**

Moved by: Sarah Filion

Seconded by: Cary Eagleson

THAT the Economic Development Advisory Committee receives Correspondence Item D.1 Diana Dolmer, Resident Re: Single-Use Plastics for information purposes, Carried.

**D.2 The Blue Mountains Sustainability Advisory Committee  
Re: Three Pillars of Sustainability**

Moved by: Sarah Filion

Seconded by: Cary Eagleson

THAT the Economic Development Advisory Committee receives Correspondence Item D.2 The Blue Mountains Sustainability Advisory Committee Re: Three Pillars of Sustainability for information purposes, Carried.

## **E. New and Unfinished Business**

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### **E.1 Additions to the Agenda**

#### **E.1.1 Sign By-law**

Steve Simon vacated the Council Chamber at Agenda Item E.1.1 Sign By-law having earlier declared a pecuniary interest.

Councillor Bordignon advised the Committee that the Town's Sign By-law has specific requirements for "sandwich board" style signs that caused staff to remove several signs for a community event and a new development advertisement. The group emphasized the need to find a means of amending the by-law and allow for promotion of business through short term advertising using "sandwich board" style signage.

Tim Newton referenced a neighbouring municipality's A-Frame Permit Process that could be considered throughout the review. Cary Eagleson noted the need to consider safety and number of signs if amending the Sign By-law to permit "sandwich board" style signs in certain circumstances.

### **E.2 Items Identified for Discussion at the Next Meeting**

- Economic Development Strategy Update (standing item)
- Update on Sign By-law
- Direct Flights to The Blue Mountains
- 2020 Meeting Schedule
- Integrity Commissioner Opinion, if available

## **F. Notice of Meeting Dates**

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November 13, 2019  
Town Hall, Council Chambers

## **G. Adjournment**

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Moved by: Sarah Filion

Seconded by: Nancy Griffin

THAT the Economic Development Advisory Committee does now adjourn at 10:30 a.m. to meet again at the call of the Chair, Carried.