



Minutes

Economic Development Advisory Committee

Meeting Date: November 18, 2019
Meeting Time: 10:45 a.m.
Location: Council Chambers
Prepared by: Sarah Merrifield, Executive Assistant Committees of Council

A. Call to Order

Chair Councillor Bordignon called the meeting to order at 10:54 a.m. with Committee members Deputy Mayor Bartnicki, Tim Newton, Sarah Fillion, Steve Simon, Tony Poole, Mylissa Henderson, Cary Eagleson, and Nancy Griffin present.

Staff members present were Communications and Economic Development Coordinator Tim Hendry, Communications and Economic Development Project Specialist Jeremy Chan, and Executive Assistant to the Chief Administrative Officer Liz Saunders.

Regrets were sent from Committee members Krystin Rennie and Andrew Siegart.

▪ Approval of Agenda

Moved by: Tony Poole

Seconded by: Odette Bartnicki

THAT the Agenda of November 18, 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 (October 28, 2019)

Tim Newton requested revision to the October 28, 2019 minutes to reflect the Connecting for Growth Dinner information to be moved under Item C.2.8 Small Business Enterprise Centre Update.

Moved by: Tim Newton

Seconded by: Odette Bartnicki

THAT the Minutes of October 28, 2019 be approved as circulated, including any revisions to be made, Carried.

B. Staff Reports and Deputations

B.1 Deputations, if any

None

Communications and Economic Development Coordinator Tim Hendry noted he is setting up a deputation from the Institute of South Georgian Bay at the December 9, 2019 meeting.

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

None

C. Matters for Discussion

C.1 Economic Development Strategy Update – Tim Hendry (verbal)

Communications and Economic Development Coordinator Tim Hendry noted a Request for Proposal for a Retail Gap Analysis will be released in the next week or two. Tim explained the findings of the Retail Gap Analysis will inform the Economic Development Strategy. Tim confirmed the Economic Development Strategy is on pace with the timeline provided in staff report FAF.19.218 which was presented October 28, 2019. Presently, the focus is on developing a list of business leaders to consult on the Strategy, and development of consultation survey questions. It was confirmed the consultation survey questions will be available to the public in January 2020.

The Committee requested that a written monthly update regarding the Economic Development Strategy be provided, including the percentage completion, based on the phasing identified in FAF.19.218.

C.2 Sign By-law Update – Councillor Bordignon (verbal)

Councillor Bordignon advised that the existing Sign By-law requires review to ensure community and business needs are being met.

Communications and Economic Development Coordinator Tim Hendry advised he received a quotation for wayfinding signage based on the RT07 style. Tim advised if approval is received, four (4) existing signs will be replaced to better direct people to businesses. There may also be additional signage purchased.

Deputy Mayor Bartnicki commented an overall signage strategy may be an effective means of standardizing signage throughout The Blue Mountains to ensure a cohesive look and feel. The possibility of developing a task force to assist with sign by-law review was discussed and may be considered in the future.

C.3 Direct Flights to The Blue Mountains – Tim Hendry and Nancy Griffin (verbal)

Moved by: Nancy Griffin

Seconded by: Mylisa Henderson

THAT the Economic Development Advisory Committee requests staff to contact Grey County, Simcoe County, and Town of Collingwood to discuss the feasibility of direct flights from Toronto to The Blue Mountains area, including consideration of ground transportation to take travelers from the airport to their place of accommodation, Carried.

C.4 2020 Economic Development Advisory Committee Meeting Schedule

Second Monday of the month at 9:00 a.m.

C.5 Roundtable Update from Organizations/Committees

C.5.1 The Blue Mountains Agricultural Advisory Committee Update

Nancy Griffin advised that the Agricultural Advisory Committee is scheduling a speaker on Hemp products at a future meeting.

C.5.2 Blue Mountain Village Association Update

Councillor Bordignon noted the Blue Mountain Village Association Annual General Meeting is scheduled for November 23, 2019 and advised that Blue Mountain is preparing for the 2nd Annual Blumination event, which starts at the end of November 2019.

C.5.3 Blue Mountains Chamber of Commerce Update

No update.

C.5.4 Clarksburg Village Association Update

Sarah Filion advised that several new businesses are being established in Clarksburg and noted a future Clarksburg Village Association Update will provide further details.

C.5.5 The Blue Mountains Attainable Housing Corporation Update

Cary Eagleson confirmed a Request for Information to develop attainable housing was completed and two properties were identified by the Corporation's consultant as the preferred sites for potential housing: Grey Road 19 (former schoolhouse property) and 171 King Street (former Foodland property). Cary advised Request for Proposals for a Fairness Advisor and a Financial Advisor were released, in addition to a recruitment opportunity for a Chief Executive Officer.

C.5.6 The Blue Mountains Transportation Committee Update

No update.

C.5.7 The Blue Mountains Sustainability Advisory Committee Update

No update.

C.5.8 Small Business Enterprise Centre Update

Tim Newton advised there are several spots available for the Connecting for Growth dinner and 50% of funding is still available for the Digital Main Street initiative.

C.5.9 Thornbury Business Improvement Area Update

Tony Poole noted that Olde Fashioned Christmas is being held December 14, 2019. He further noted several new businesses have opened in the BIA area which is welcomed.

C.5.10 South Georgian Bay Tourism Update

Mylisa Henderson noted South Georgian Bay Tourism is currently focusing on renewing memberships for 2020 and selling advertising space in the Visitor Guide and map. Mylisa requested that members forward any event details to South Georgian Bay Tourism to ensure they are communicated.

C.5.11 Economic Development & Communications Coordinator Update

Communications and Economic Development Coordinator Tim Hendry advised several grand opening celebrations recently occurred, specifically The Lemonade Collective and Blue Mountain Makers and Baskets. He confirmed he attended a recent Tourism Summit which highlighted that the Town has opportunities to promote the tourism sector. Tim advised a map is being created of downtown Thornbury and Clarksburg for release via a trifold brochure by January 2020. Lastly, Tim noted seasonal advertising with Town of Collingwood regarding the Transit Link is underway. It is an opportunity to advertise holiday shopping in the village and has historically resulted in increased ridership during the holiday season.

C.5.12 Grey County Economic Development Update

- Grey County Economic Development and Planning Advisory Committee meeting update from October 17, 2019

Deputy Mayor Bartnicki encouraged Committee members to attend the Grey County Economic Development and Planning Advisory Committee meetings when they start up in January 2020. Deputy Mayor Bartnicki advised that Grey County is in the process of launching a jobsingrey.ca (or similar) website which will allow employers to post employment opportunities.

Deputy Mayor Bartnicki confirmed Grey County will be launching a video regarding developing housing for the missing middle which will advise lower tier municipalities the leveraging available at County level to advance attainable housing. Regarding transportation, Deputy Mayor Bartnicki confirmed \$1.8 million grant has been provided to Grey County, with specific spending criteria. Grey County has been requested to explore point-to-point transportation for The Blue Mountains if there is grant money remaining.

Deputy Mayor Bartnicki advised the Business Accelerator Space in Sydenham has partnered with Innovation Guelph and advised that course grants are available through Georgian College for students in the Personal Support Worker (“PSW”) industry, particularly since Grey County has been granted an additional 300 long-term care beds. Lastly, Deputy Mayor Bartnicki advised of an upcoming Young Entrepreneurs networking event at Grey Roots Museum on November 21, 2019.

C.6 Economic Development Advisory Committee Action Item Tracking

- **Economic Development Strategy including Monthly Updates**
- **2020, 2021, 2022 Budget**
- **Sign By-law Update**
- **Request for EDAC Member to Sustainability Advisory Committee**

Councillor Bordignon advised he has spoken informally to a Co-Chair of the Sustainability Advisory Committee (“SAC”) and noted the SAC’s current focus is on setting its strategy and once completed, there may be an opportunity to bring members to the panel.

D. Correspondence

D.1 Suzanne Craig, Integrity Commissioner Re: Addendum dated November 8, 2019 in response to Memorandum dated July 20, 2019 and Addendum dated July 31, 2019

Moved by: Odette Bartnicki

Seconded by: Tim Newton

THAT the Economic Development Advisory Committee receives Item D.1 Suzanne Craig, Integrity Commissioner Re: Addendum dated November 8, 2019 in response to Memorandum dated July 20, 2019 and Addendum dated July 31, 2019 for information purposes, Carried.

E. New and Unfinished Business

E.1 Additions to the Agenda

E.2 Items Identified for Discussion at the Next Meeting

- **Institute of South Georgian Bay Deputation**
- **December 2019 Economic Development Strategy Update**
- **Sign By-law Review Update and Consideration of a Task Force**

F. Notice of Meeting Dates

December 9, 2019
Town Hall, Council Chambers

G. Adjournment

Moved by: Tim Newton

Seconded by: Steve Simon

THAT the Economic Development Advisory Committee does now adjourn at 12:09 p.m. to meet again at the call of the Chair, Carried.