



Agenda

Economic Development Advisory Committee

Meeting Date: January 13, 2020
Meeting Time: 9:00 a.m.
Location: Council Chambers
Prepared by: Sarah Merrifield, Executive Assistant Committees of Council

A. Call to Order

- **Traditional Territory Acknowledgement**
- **Committee Member Attendance**
- **Approval of Agenda**

Recommended (Moved by, Seconded by)

THAT the Agenda of January 13, 2020 be approved as circulated, including any additions to the Agenda.

Declaration of Pecuniary Interest and general nature thereof

NOTE: In accordance with the *Municipal Conflict of Interest Act* and the Town Procedural By-law 2019-56, 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.

- **Previous Minutes (December 9, 2019)**

Recommended (Moved by, Seconded by)

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

B. Staff Reports and Deputations

B.1 Deputations, if any

None

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

NOTE: In accordance with the Town Procedural By-law 2019-56 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.

B.3 Staff Reports

None

C. Matters for Discussion

C.1 Memorandum - Economic Development Strategy Update – January 2020 – Communications and Economic Development Project Specialist Jeremy Chan and Communications and Economic Development Coordinator Tim Hendry

Note: This item will be posted on January 10, 2020.

C.2 Sign By-law Review Update and Task Force Consideration – Councillor Bordignon (verbal)

C.3 Follow-up regarding Economic Development Advisory Committee request for member to Sustainability Advisory Committee – Andrew Siegart

C.4 Licensing/Fines By-law Update Request and Industry Consultation – Andrew Siegart

C.5 Council request regarding December 2, 2019 Council Correspondence, “Parking Plan for Visitors near Parks”

Note: the following direction was provided at the December 2, 2019 Council meeting:

THAT Council of the Town of The Blue Mountains acknowledges receipt of the correspondence from Sandra Banks and James Matthews regarding “Parking Plan for Visitors Near Parks” and refers the correspondence to the Transportation Committee and Economic Development Advisory Committee for consideration;

AND THAT Council direct staff to advise Ms. Banks and Mr. Matthews that staff are working on a parking plan for The Blue Mountains

Councillor Bordignon	Yay
Councillor Matrosovs	Yay
Councillor Potter	Yay
Councillor Sampson	Yay
Councillor Uram	Yay
Mayor Soever	Yay

The motion is **CARRIED**.

C.6 Council request regarding Business Improvement Areas

Note: the following direction was provided at the December 16, 2019 Council meeting:

THAT Council of the Town of The Blue Mountains requests that the Town of The Blue Mountains Economic Development Advisory Committee consider if multiple Business Improvement Areas in The Blue Mountains, or a single Business Improvement Area should be considered, and provide information and recommendations to Council for consideration.

Deputy Mayor Bartnicki	absent
Councillor Bordignon	absent
Councillor Matrosovs	Yay
Councillor Potter	Yay
Councillor Sampson	Yay
Councillor Uram	Yay
Mayor Soever	Yay

The Motion is **CARRIED**.

C.7 Council request regarding 10th Line from Matilda Street/Grey Road 13 to Highway 26 and Bruce and Marsh Streets

The approved October 17, 2019 Agricultural Advisory Committee minutes are included for ease of reference.

Note: the following direction was provided at the December 16, 2019 Council meeting:

THAT, as recommended at the October 17, 2019 Agricultural Advisory Committee meeting, Council of The Corporation of the Town of The Blue Mountains directs staff to forward the within recommendation of the Agricultural Advisory Committee to the Economic Development Advisory Committee and to the Transportation Committee for consideration, and directs staff to initiate discussions with Grey County regarding a potential swap of the 10th Line from Matilda Street / Grey Road 13 to Highway 26, and Bruce and Marsh Streets from Clark Street to Highway 26, **CARRIED**.

C.8 Climate Change Focus as it pertains to Economic Development – Nancy Griffin (verbal)

C.9 Roundtable Update from Organizations/Committees

C.9.1 The Blue Mountains Agricultural Advisory Committee Update

C.9.2 Blue Mountain Village Association Update

- **Blumination Dream Trail – 1km winter stroll with lights and sounds operational now, 7 days a week, from dusk to 10:00 a.m. until end of March**
- **MLK Ski Weekend takes place January 17-20, 2020**
- **Rainbow Ski Weekend – LGBTQ celebration of diversity on and off the mountain, March 27-29, 2020**

- C.9.3 Blue Mountains Chamber of Commerce Update**
- C.9.4 Clarksburg Village Association Update**
- C.9.5 The Blue Mountains Attainable Housing Corporation Update**
- C.9.6 The Blue Mountains Transportation Committee Update**
- C.9.7 The Blue Mountains Sustainability Advisory Committee Update**
- C.9.8 Small Business Enterprise Centre Update**
- C.9.10 South Georgian Bay Tourism Update**

- **2020 Guides/Map arrival**
- **Municipal Roundtable Meeting January 23, 2020**

C.9.11 Economic Development & Communications Coordinator Update

C.9.12 Grey County Economic Development Update

- **Regional Tourism Organization 7 “Always in Season” Winter Video Campaign**
 - **Includes: Meaford a Night Out (Winter Evening in Meaford), Eagle Adventure – Winter, Red Prince Apple – Sweet and Tangy Ready in Winter, Scenic Caves – Winter, and Blue Mountain Village - Winter**

C.10 Economic Development Advisory Committee Action Item Tracking

- **Economic Development Strategy**
- **Sign By-law 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

February 10, 2020
Town Hall, Council Chambers

G. Adjournment

Recommended (Moved by, Seconded by)

THAT the Economic Development Advisory Committee does now adjourn at (TIME) a.m. to meet again at the call of the Chair.