



Minutes

Economic Development Advisory Committee

Meeting Date: December 9, 2019
Meeting Time: 9:00 a.m.
Location: Council Chambers
Prepared by: Liz Saunders, Executive Assistant to the CAO

A. Call to Order

Chair Councillor Bordignon called the meeting to order at 9:06 a.m. with Committee members 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.

Regrets were sent from Committee members Deputy Mayor Bartnicki, Krystin Rennie, John Ardiel and Andrew Siegart.

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

Moved by: Tony Poole

Seconded by: Sarah Fillion

THAT the Agenda of December 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 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.

None

- **Previous Minutes (November 18, 2019)**

Moved by: Sarah Fillion

Seconded by: Cary Eagleson

THAT the Minutes of November 18, 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 Rosalyn Morrison, Institute of South Georgian Bay Re: Harnessing the Power of People and Place

Rosalyn Morrison, Institute of South Georgian Bay (“ISGB”), provided a presentation regarding Harnessing the Power of People and Place. Ms. Morrison introduced the concept of the ISGB and outlined the group’s mission of connecting and engaging area residents through fostering collaboration in the areas of arts and culture, business and entrepreneurship, social justice, health and wellbeing, and the environment. Ms. Morrison noted that this mission will be accomplished in three ways; through connecting people, conducting research and fostering collaboration.

Ms. Morrison outlined the recent events and groups that the ISGB have organized, partnered with or supported as well as what is upcoming for 2020.

Ms. Morrison clarified that the ISGB geographic catchment area has flexible boundaries throughout Southern Georgian Bay based on issue interest levels and is evolving to extend beyond the original six municipalities.

Ms. Morrison noted that ISGB has 300 subscribers to their newsletter. Ms. Morrison clarified that although there is overlap with regards to initiatives throughout the area, ISGB is focused on integrating existing initiatives and bringing organizations together to share ideas and best practices.

ISGB is currently working towards cultural mapping in order to communicate with interested parties throughout the catchment area. Ms. Morrison noted that the three regional co-chairs are; Dean Holland, Marsh Street Centre, Stewart Reid, Executive Director of Community Foundation of Grey Bruce and Susan Cooke, Blue Mountain Foundation for the Arts.

Ms. Morrison noted that the membership fees are \$100 for individuals, \$400 for corporations and \$2,500 for patrons. Ms. Morrison confirmed that ISGB is expecting to collect \$10,000 from each of the participating municipalities and clarified that fee will be used in the development of a Regional Art Strategy, a Youth Strategy, a Social Innovation Strategy and the preparation of a Quality of Life Report.

The momentum of ISGB is maintained through the concept of leverage through integration. Ms. Morrison invited the committee to visit the ISGB website at www.tisbg.com, subscribe and send an expression of interest note to ISGB.

Councillor Bordignon thanked Ms. Morrison for the presentation and encouraged ISGB to reach out to innovative assets within The Blue Mountains.

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.

None

B.3 Staff Reports

B.3.1 Economic Development Strategy December 2019 Update, FAF.19.257

Moved by: Tony Poole

Seconded by: Tim Newton

THAT the Economic Development Advisory Committee receive Staff Report FAF.19.257, entitled “Economic Development Strategy December 2019 Update” for information purposes

- Cary Eagleson Yay
 - Sarah Filion Yay
 - Nancy Griffin Yay
 - Mylisa Henderson Yay
 - Tim Newton Yay
 - Tony Poole Yay
 - Steve Simon Yay
 - Peter Bordignon Yay
- The motion is Carried.

B.3.2 Economic Development Strategy Consultation and Survey Question Overview, FAF.19.258

Moved by: Tim Newton

Seconded by: Sarah Filion

THAT the Economic Development Advisory Committee receive Staff Report FAF.19.258, entitled “Economic Development Strategy Consultation and Survey Question Overview”;

AND THAT the Economic Development Advisory Committee request staff to revise the Economic Development Strategy Survey Questions as outlined in Report FAF.19.258 and provide to the committee for consideration via email

- Cary Eagleson Yay
 - Sarah Filion Yay
 - Nancy Griffin Yay
 - Mylisa Henderson Yay
 - Tim Newton Yay
 - Tony Poole Yay
 - Steve Simon Yay
 - Peter Bordignon Yay
- The motion is Carried.

C. Matters for Discussion

C.1 Sign By-law Review Update and Task Force Consideration – Councillor Bordignon (verbal)

Councillor Bordignon noted that he continues to work with the Town's Senior Management Team and the Task Force to modify the existing Sign By-law.

C.2 Roundtable Update from Organizations/Committees

C.2.1 The Blue Mountains Agricultural Advisory Committee Update

Nancy Griffin advised that there was a recent challenge to the proposed tree preservation by-law. Councillor Bordignon confirmed that Council has identified that more public consultation is required regarding this by-law.

C.2.2 Blue Mountain Village Association Update

No update.

C.2.3 Blue Mountains Chamber of Commerce Update

Steve Simon noted that the business community was noticeably absent at the Citizen's Forum when Brendan Grange attended to speak about the development of a Wake Board Park. Mr. Grange will be invited back to a forum to discuss the Wake Board Park's impact on local businesses.

C.2.4 Clarksburg Village Association Update

Sarah Fillion noted that a new business, the Art Bank Collective, has opened in Clarksburg. Ms. Fillion also noted that the Paint Battle event will be taking place on January 25, 2020 and that the Marsh Street turkey dinner was well attended this year.

C.2.5 The Blue Mountains Attainable Housing Corporation Update

Cary Eagleson noted that two properties have been selected as potential locations for attainable housing; the old Foodland site in Thornbury and the old Education Centre property on Grey Road 19. Request for Proposals (RFP) have been issued for a Financial Services Group, a Financial Advisor and a Fairness Advisor. Interviews for a director will be conducted shortly and development of the potential sites is expected to take place in 2020.

C.2.6 The Blue Mountains Transportation Committee Update

Councillor Bordignon noted that the Transportation Committee continue to work on an overall transportation strategy.

C.2.7 The Blue Mountains Sustainability Advisory Committee Update

Councillor Bordignon noted that the Sustainability Advisory Committee has presented their three pillars of sustainability to Council.

C.2.8 Small Business Enterprise Centre Update

Tim Newton noted that the recent Connecting for Growth event was very well attended. Mr. Newton provided an update on the Digital Main Street program, noting the deadline of December 31, 2019 for application for grant submission. Mr. Newton clarified that the program is free of charge to all businesses in Ontario. Mr. Newton reminded the committee about the upcoming Holiday Punch event.

C.2.9 Thornbury Business Improvement Area Update

Tony Poole noted that the BIA is currently recruiting for a permanent part-time position to facilitate events. Mr. Poole reminded the committee about the upcoming Olde Fashioned Christmas event.

C.2.10 South Georgian Bay Tourism Update

Mylisa Henderson noted that work continues on member recruitment and that annual guide publications have content space available. Ms. Henderson also noted the importance of supporting tourism services throughout the holiday season.

C.2.11 Economic Development & Communications Coordinator Update

Tim Hendry noted that the Retail Gap Analysis RFP has been completed and will be issued shortly. The Town has been working with the Thornbury BIA on parking strategies and RT07 signage updates. Mr. Hendry also noted that an employment survey will be circulated in January and that a design company has been retained by the Town to redevelop the Town's gateway signs. Mr. Hendry noted that business grand openings have recently been held for local businesses.

C.2.12 Grey County Economic Development Update

Tim Hendry noted that the Regional Economic Development meeting was held recently and that work continues on Public Transit and the upcoming Community Improvement Program.

C.3 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

None

E.2 Items Identified for Discussion at the Next Meeting

F. Notice of Meeting Dates

January 13, 2020

Town Hall, Council Chambers

G. Adjournment

Moved by: Tony Poole

Seconded by: Mylissa Henderson

THAT the Economic Development Advisory Committee does now adjourn at 10:27 a.m. to meet again at the call of the Chair.