



Minutes

Economic Development Advisory Committee

Meeting Date: February 11, 2020
Meeting Time: 10:00 a.m.
Location: Council Chambers
Prepared by: Sarah Merrifield, Executive Assistant Committees of Council

A. Call to Order

Councillor Peter Bordignon called the meeting to order at 1:05 p.m. with Committee members Tony Poole, Nancy Griffin representing Agricultural Advisory Committee, Janet Findlay representing the Attainable Housing Corporation, Andrew Siegart, Tim Newton, and Mylisa Henderson present. Committee member John Ardiel, representing Transportation Committee, joined the meeting at 10:38 a.m.

Town staff present were Manager of Communications and Economic Development Tim Hendry, and Communications and Economic Development Project Specialist Jeremy Chan.

Regrets were sent by Committee members Krystin Rennie, Steve Simon, Sarah Fillion, and Cary Eagleson.

- **Traditional Territory Acknowledgement**

- **Committee Member Attendance**

Executive Assistant Committees of Council Sarah Merrifield confirmed regrets were sent by Krystin Rennie, Steve Simon, Sarah Fillion, and Cary Eagleson.

- **Approval of Agenda**

Moved by: Tony Poole

Seconded by: Tim Newton

THAT the Agenda of February 11, 2020 be approved as circulated, including any additions to the Agenda, being Item E.1.1 Facility and Business Tour Sub-Committee, and Item E.1.2 Small Business Enterprise Centre Update, 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.

Councillor Peter Bordignon declared a pecuniary interest regarding Agenda item “C.1 (section 3) Memorandum - Economic Development Strategy Update – January 2020 – Communications and Economic Development Project Specialist Jeremy Chan and Communications and Economic Development Coordinator Tim Hendry” as he has ownership in the vendor supplying goods.

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

Moved by: Tim Newton

Seconded by: Andrew Siegart

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

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.

None

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

Manager of Communications and Economic Development Tim Hendry provided an overview of the Economic Development Strategy Update – January 2020 Memorandum.

Councillor Peter Bordignon vacated the Council Chamber from 10:13 – 10:19 a.m. having declared a pecuniary interest in Item C.1, section 3. During this time, Vice-Chair Andrew Siegart assumed Chair.

Tim Hendry confirmed that as at February 11, 2020, 190 resident Economic Development surveys have been completed, and 45 business Economic Development surveys have been completed. Tim further confirmed that staff are making personal outreach to all businesses in The Blue Mountains to ensure as many businesses as possible participate in the survey. Tim noted he has received feedback from many business owners who have indicated a workshop may be more appropriate to gain feedback on Economic Development matters. Tim confirmed additional workshop details will be provided as available and advised that Grey County will provide assistance in workshop delivery.

Andrew Siegart commented that by requiring businesses and the public to login to Your View – The Blue Mountains to complete the survey digitally, a barrier may be created.

Tim Hendry advised the Committee that the survey will be extended to March 1, 2020.

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

Councillor Bordignon noted there may be an opportunity to review certain aspects of the sign by-law. More information will be provided, once available.

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

Councillor Bordignon requested that Economic Development Advisory Committee members consider who could be appointed to the Sustainability Advisory Committee. It was agreed an appointment to the Sustainability Advisory Committee will be considered at the March 9, 2020 meeting.

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

Committee member Andrew Siegart noted his understanding that the Municipal Licensing By-law update is currently focused on illegal Short-Term Accommodations (“STAs”) but may be extended to create licensing for other municipal matters. Andrew noted that the business community would like additional information regarding what types of licensing may be considered.

Councillor Bordignon confirmed that it is the hope that a Licensing By-law would be robust enough to support other municipal matters as needed, but advised that the current focus is related to illegal STAs. Councillor Bordignon confirmed he will work with staff to clarify the intent of the Licensing By-law.

C.5 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, Carried.

Manager of Communications and Economic Development Tim Hendry noted Council has requested the Committee to consider the existing Business Improvement Area structure within the municipality. The Committee members noted it is important to understand the basis for the request, as many historic and situational factors affect how Business Improvement Areas are established.

This matter will be further considered at the March 9, 2020 Committee meeting.

C.6 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.

Moved by: John Ardiel

Seconded by: Tony Poole

THAT the Economic Development Advisory Committee supports the exploration of options regarding Council's request relating to 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, subject to Town and County review, with follow-up provided to Council and the Economic Development Advisory Committee

Ardiel, John	Yay
Filion, Sarah	absent
Findlay, Janet	Yay
Griffin, Nancy	Yay
Henderson, Mylisa	Yay
Newton, Tim	Yay
Poole, Tony	Yay
Rennie, Krystin	absent
Simon, Steve	absent
Siegwart, Andrew	Yay
Bordignon, Peter	Yay

The motion is Carried.

C.7 Climate Change Focus as it pertains to Economic Development – Nancy Griffin (verbal)

Committee member Nancy Griffin noted that Climate Change will affect businesses in The Blue Mountains and questioned whether there are any monies reserved for assisting those businesses, should the need arise. The Committee noted that having representation on the Sustainability Advisory Committee is a good first step.

C.8 Roundtable Update from Organizations/Committees

C.8.1 The Blue Mountains Agricultural Advisory Committee Update

Committee member John Ardiel noted the Agricultural Advisory Committee ("AGAC") has not met in three months but advised at the upcoming meeting, AGAC will review the Grey County Cycling and Trails Master Plan, continue review of Clendenan Corridor, and review the proposed Wakeboard Park.

C.8.2 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**
- **Rainbow Ski Weekend – LGBTQ celebration of diversity on and off the mountain, March 27-29, 2020**

C.8.3 Blue Mountains Chamber of Commerce Update

No update provided.

C.8.4 Clarksburg Village Association Update

No update provided.

C.8.5 The Blue Mountains Attainable Housing Corporation Update

Committee member Janet Findlay noted the Attainable Housing Corporation recently hired an Executive Director. The next focus of the Corporation will be on applying for grant monies and get a construction project underway.

C.8.6 The Blue Mountains Transportation Committee Update

No update provided.

C.8.7 The Blue Mountains Sustainability Advisory Committee Update

No update provided.

C.8.8 Small Business Enterprise Centre Update

Provided at Item E.1.2.

C.8.10 South Georgian Bay Tourism Update

- **2020 Guides/Map arrival**

C.8.11 Economic Development & Communications Coordinator Update

No update provided.

C.8.12 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.9 Economic Development Advisory Committee Action Item Tracking

- **Economic Development Strategy**
- **Sign By-law Update**
- **Review of Economic Development Advisory Committee Structure and Terms of Reference**
- **Consideration of Business Improvement Area Structure in The Blue Mountains**

C.10 Discussion of Committee Terms of Reference – Councillor Peter Bordignon (verbal)

Councillor Bordignon noted that through the 2020 Proposed Budget discussions, Council requested the Committees of Council to consider whether the Committees would be structured better as a community-based task force, or a formal Committee of Council. Through this review, the Committee’s Terms of Reference can be updated.

The Committee agreed to discuss this item more fully at the March 9, 2020 meeting.

D. Correspondence

D.1 Sandra Banks and James Matthews, Residents Re: Parking Plan for Visitors near Parks

The Economic Development Advisory Committee noted that through the Transportation Master Plan, the issue of parking must be considered comprehensively with a municipal-wide lens.

Moved by: Peter Bordignon

Seconded by: Tony Poole

THAT the Economic Development Advisory Committee receives Correspondence Item D.1 Sandra Banks and James Matthews, Residents Re: Parking Plan for Visitors near Parks for information purposes, Carried.

E. New and Unfinished Business

E.1 Additions to the Agenda

E.1.1 Facility and Business Tour Sub-Committee

Manager of Communications and Economic Development Tim Hendry advised that he has received multiple requests from local businesses for the Committee, or Council, to tour its facilities. Staff is recommending that a sub-committee of the Economic Development Advisory Committee be struck for the purposes of touring facilities. Tim added that following the tours, the businesses will be requested to provide a deputation to the whole Economic Development Advisory Committee at a regularly scheduled meeting.

Moved by: Peter Bordignon

Seconded by: Nancy Griffin

THAT the Economic Development Advisory Committee request staff to circulate a request for a sub-committee of up to five (5) members for the purposes of conducting Town of The Blue Mountains business tours

Ardiel, John	Yay
Filion, Sarah	absent
Findlay, Janet	Yay
Griffin, Nancy	Yay
Henderson, Mylisa	Yay
Newton, Tim	Yay
Poole, Tony	Yay
Rennie, Krystin	absent
Simon, Steve	absent
Siegwart, Andrew	Yay
Bordignon, Peter	Yay

The motion is Carried.

E.1.2 Small Business Enterprise Centre Update

Committee member Tim Newton noted the Small Business Enterprise Centre, in coordination with the Town of The Blue Mountains, is hosting business capacity building workshops, the first being “Bookkeeping Essentials” on February 28, 2020.

E.2 Items Identified for Discussion at the Next Meeting

- **Appointment of Member to Sustainability Advisory Committee**
- **Committee Terms of Reference Review, and consideration of Task Force or Committee of Council**
- **Council request regarding Business Improvement Areas**
- **Council request regarding 10th Line from Matilda Street/Grey Road 13 to Highway 26 and Bruce and Marsh Streets**

F. Notice of Meeting Dates

March 9, 2020
Town Hall, Council Chambers

G. Adjournment

Moved by: Tim Newton

Seconded by: Nancy Griffin

THAT the Economic Development Advisory Committee does now adjourn at 12:05 p.m. to meet again at the call of the Chair, Carried.