



Minutes

Economic Development Advisory Committee

Meeting Date: March 9, 2020
Meeting Time: 9:00 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 9:05 a.m. with Committee members Andrew Siegwart, Tim Newton, Cary Eagleson, Steve Simon, Sarah Fillion, Mylisa Henderson, and Krystin Rennie present.

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

- **Traditional Territory Acknowledgement**
- **Committee Member Attendance**

Executive Assistant Committees of Council Sarah Merrifield confirmed regrets were sent by Committee members John Ardiel, Nancy Griffin, and Tony Poole.

- **Approval of Agenda**

Moved by: Cary Eagleson

Seconded by: Steve Simon

THAT the Agenda of March 9, 2020 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 (February 11, 2020)**

Moved by: Andrew Siegwart

Seconded by: Mylisa Henderson

THAT the Minutes of February 11, 2020 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, or matters that are a follow-up to a Public Meeting.

None

B.3 Staff Reports

B.3.1 Economic Development Strategy Update, February 2020, FAF.20.015

Staff confirmed receipt of 150 business survey responses and 350 resident survey responses. Staff thanked the Economic Development Advisory Committee members for assisting with such strong business survey turnout. It was noted there are three (3) business development workshops scheduled: March 23, 2020 at Blue Mountain Resorts, April 2, 2020 at Marsh Street Centre, and March 26, 2020 at Thornbury Cidery. The workshops are catered towards residents, business owners, and the development community and are being facilitated by Steve Furness of Grey County. Manager of Communications and Economic Development Tim Hendry noted his thanks to the Georgian Triangle Development Institute, and noted its representatives are also assisting with the developer-focused business development workshop.

Andrew Siegwart noted the need to ensure the Economic Development Strategy Sub-Committee plays a part in analyzing the survey data that ultimately frames the workshop conversation.

Moved by: Sarah Fillion

Seconded by: Tim Newton

THAT the Economic Development Advisory Committee receive Staff Report FAF.20.015, entitled "Economic Development Strategy Update – February 2020" for information purposes, Carried.

C. Matters for Discussion

C.1 Town Business & Facility Tour Sub-Committee Membership Confirmation

Moved by: Sarah Fillion

Seconded by: Cary Eagleson

THAT the Economic Development Advisory Committee confirm Councillor Bordignon, Tim Newton, Andrew Siegwart, and John Ardiel as members of the Town Business and Facility Tour Sub-Committee

Ardiel, John	absent
Eagleson, Cary	Yay
Fillion, Sarah	Yay
Griffin, Nancy	absent
Henderson, Mylisa	Yay
Newton, Tim	Yay
Poole, Tony	absent
Rennie, Krystin	Yay
Simon, Steve	Yay
Siegwart, Andrew	Yay
Bordignon, Peter	Yay
The motion is Carried.	

C.2 Appointment of Economic Development Advisory Committee member to Sustainability Advisory Committee

Councillor Bordignon commented on the need to consider if Economic Development Advisory Committee members should consider establishing a back up for them, in the event they are unable to attend a particular meeting, to assist with meeting quorum requirements.

Moved by: Andrew Siegwart

Seconded by: Sarah Fillion

THAT the Economic Development Advisory Committee appoint Andrew Siegwart as the Economic Development Advisory Committee representative to the Sustainability Advisory Committee for the 2018-2022 Term of Council

Ardiel, John	absent
Eagleson, Cary	Yay
Fillion, Sarah	Yay
Griffin, Nancy	absent
Henderson, Mylisa	Yay
Newton, Tim	Yay
Poole, Tony	absent
Rennie, Krystin	Yay
Simon, Steve	Yay
Siegwart, Andrew	Yay
Bordignon, Peter	Yay
The motion is Carried.	

Note: the next regularly scheduled meeting of the Sustainability Advisory Committee is Wednesday, March 11, 2020 at 2:00 p.m.

C.3 Council request regarding Business Improvement Areas – Councillor Bordignon (verbal)

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.

The Committee discussed the nature of the request from Council. Manager of Communications and Economic Development Tim Hendry confirmed the Thornbury Business Improvement Area is aware of the request. Tim further noted he has heard from the community of the need for a “cultural corridor” to connect Thornbury with Clarksburg through the residential middle stretch between them. The Committee discussed whether Craighleith has a present need for a Business Improvement Area, or an overall development plan. Sarah Filion confirmed the Thornbury Business Improvement Area and the Clarksburg Village Association is setting a meeting to discuss synergies and opportunities for collaboration.

Moved by: Andrew Siegwart

Seconded by: Mylisa Henderson

THAT, in response to the December 16, 2020 Council request regarding Business Improvement Areas, the Economic Development Advisory Committee recommend Council encourage businesses seeking to organize or leverage resources/co-ordination, to reach out to the existing Chamber of Commerce, the Thornbury Business Improvement Area, the Clarksburg Village Association and/or Blue Mountain Village Association representatives, in addition to Town Council, and Economic Development staff;

AND THAT the Economic Development Advisory Committee does not recommend amalgamating the existing Business Improvement Area and Business Association structures

Ardiel, John	absent
Eagleson, Cary	Yay
Filion, Sarah	Yay
Griffin, Nancy	absent
Henderson, Mylisa	Yay
Newton, Tim	Yay
Poole, Tony	absent
Rennie, Krystin	Yay
Simon, Steve	Yay
Siegwart, Andrew	Yay
Bordignon, Peter	Yay
The motion is Carried.	

C.4 Economic Development Advisory Committee Composition

Note: the following direction was provided at the February 10, 2020 Council meeting:

THAT Council request that the Economic Development Advisory Committee provide input to Council regarding the mandate of the Committee moving forward, including the options to move to a “Community Committee” that includes The Blue Mountains staff representation, or to continue status quo as a Committee of Council, Carried.

Moved by: Peter Bordignon

Seconded by: Andrew Siegwart

THAT, in response to Council’s February 10, 2020 direction regarding Committee composition, the Economic Development advisory Committee recommend continuing status quo as a Committee of Council;

AND THAT the Economic Development Advisory Committee request Council’s approval to work with the Office of the Chief Administrative Officer on the Committee’s Terms of Reference

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

The motion is Carried.

C.5 Roundtable Update from Organizations/Committees

C.5.1 The Blue Mountains Agricultural Advisory Committee Update

No update

C.5.2 Blue Mountain Village Association Update

No update

C.5.3 Blue Mountains Chamber of Commerce Update

- Chamber of Commerce Annual General Meeting

Currently scheduled for April 1, 2020 at 6:00 p.m. at the Marsh Street Centre. Jeff MacInnis is scheduled as the speaker for the evening.

- Wakeboard Park

Chamber of Commerce working with Wakeboard Park applicant to provide letter of support.

C.5.4 Clarksburg Village Association Update

- Clarksburg has h'Art – Saturday, March 28, 2020

A fun creative day in Clarksburg. Galleries, shops and Marsh Street Centre will be offering a variety of workshops from felting, collage, painting, henna, dance, 360VR video workshop and much more. 18 different workshops being offered plus an artisan market featuring 12 local artisans amongst the workshops at Marsh Street Centre.

- 2 New Businesses – Blue Mountain Counselling and Beaver Valley Ice Works
- Grey County and Destination Ontario Clarksburg Tour and Blog: ontariotravel.net/en/social/blog/article/13202
- Economic Development Survey Filled out by Clarksburg Downtown Core
- Clarksburg Sidewalks in 2020 Draft Budget

C.5.5 The Blue Mountains Attainable Housing Corporation Update

- Retention of Executive Director
- Board meeting March 5, 2020 to consider the path forward regarding the former Foodland site

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

- Starter Company Plus program - now accepting applications

Grants towards business training and mentorship. 10 spaces available with a \$5,000 grant.

- Summer Company programs – now accepting applications

No official deadline for application, but spots will likely be filled by May 2020. 6 grants available of up to \$3,000.

C.5.9 Thornbury Business Improvement Area Update

No update

C.5.10 South Georgian Bay Tourism Update

- Mini Tourism Information

Offered in partnership with the Small Business Enterprise Centre, with a focus on “If it didn’t happen on social media, did it exist”?

- Strategic Planning

In partnership with Ministry of Tourism, Culture and Sport and municipal partners.

Steve Simon left the meeting at 10:33 a.m.

C.5.11 Georgian Triangle Development Institute Update

- Town Economic Development Strategy
- Attainable Housing

C.5.12 Economic Development & Communications Coordinator Update

- Business Workshop Series

Offered in partnership with the Small Business Enterprise Centre. Previously offered a Bookkeeping Essentials workshop.

- Film Attraction

Identified as an area of focus for 2020, Town staff recently met with the staff of the Ontario Film Commission. Staff are working with Grey County regarding road closure process and are meeting with representatives of the Chamber of Commerce, the Clarksburg Village Association, the Thornbury Business Improvement Area, and the Blue Mountain Village Association regarding Town gateway signage.

- Institute of South Georgian Bay

The Institute of South Georgian Bay has prioritized arts and culture and youth retention as a focus for 2020. The Institute will be coming to Council with a request for funding.

- 2020 Business Association Funding Update

Formerly the request for Business Association Funding went through the Grants and Donations process but now will be considered by the Economic Development Advisory Committee. Tim confirmed that the Business Associations are invited to the May 2020 Economic Development Advisory Committee meeting to outline their 2020 workplan and request for funding. Tim Hendry noted there is \$15,000 in the draft 2020 budget, and confirmed that Council will consider recommendations from the Committee regarding funding disbursement. Councillor Bordignon advised the Committee that the Grants and Donations Committee may become a Community Foundation in the future.

C.5.13 Grey County Economic Development Update

No update

C.6 Economic Development Advisory Committee Action Item Tracking

- Economic Development Strategy
- Sign By-law Update
- Follow-up to EDAC regarding potential swap of 10th Line from Matilda St/Grey Road 13 to Highway 26 and Bruce and Marsh Streets from Clark Street to Highway 26
- Review of Economic Development Advisory Committee Composition
- Consideration of Business Improvement Area structure in The Blue Mountains

D. Correspondence

D.1 Susanne Wussow, Publisher, The Meaford Independent Publications Re: Community Newspaper

Note: at the February 24, 2020 Council meeting the following direction was provided.

THAT Council of the Town of The Blue Mountains receives the deputation of Susanne Wussow of The Meaford Independent newspaper regarding bringing a community newspaper back to The Blue Mountains;

AND THAT Council refers The Meaford Independent deputation material correspondence dated January 15, 2020 regarding Community Newspaper to the Economic Development Advisory Committee and Communications Advisory Committee for consideration and report back to Council, Carried.

For Committee consideration and report back to Council

Moved by: Andrew Siegwart

Seconded by: Cary Eagleson

THAT the Economic Development Advisory Committee receive Correspondence Item D.1 Susanne Wussow, Publisher, The Meaford Independent Publications Re: Community Newspaper 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

- **Consideration of Alternate Member for Sustainability Advisory Committee**

F. Notice of Meeting Dates

April 15, 2020

Town Hall, Council Chambers

G. Adjournment

Moved by: Cary Eagleson

Seconded by: Tim Newton

THAT the Economic Development Advisory Committee does now adjourn at 10:55 a.m. to meet again at the call of the Chair, Carried.