



**Memo to: Committee of the Whole, Town of the Blue Mountains**  
**From: Rosalyn Morrison, Chair, The Institute of Southern Georgian Bay**  
**Date: June 8, 2020**  
**Re: Follow-up from May 19 deputation – request for \$750 in financial support for Mapping Our Road to Recovery on-line discussion series**

Dear Committee of the Whole,

As a follow-up to my phone-in deputation to Council on May 19, (deck attached), The Institute of Southern Georgian Bay <https://tisgb.com> is requesting again, support for the **Mapping Our Road to Recovery online discussion series**. The Institute is collaborating with the Town of Collingwood, On the Bay Magazine/The New Classical 102.9, and our most recent partner, the Municipality of Meaford, to present an important discussion platform to learn and share knowledge about recovering from COVID-19 and how we can work together through it and beyond it to build a more resilient, inclusive, and sustainable future for our region.

This four-part series was launched on May 6 and the first two events have attracted 150 people from across the region, including Meaford, The Blue Mountains, Grey Highlands, Clearview, Collingwood and Wasaga, and as far as Midland and Owen Sound to participate in discussions which build on last fall's collaborative events. The discussions focus on the emerging economies of Social Enterprise through Social Innovation and Arts & Culture, and how these could accelerate our recovery. Thank you again for your support of the 2019 Social Innovation event.

As a Town of Blue Mountains resident, I would also like to thank you for your efforts thus far in helping the community through this pandemic. Now, we can do so much more together for our region to build back better and that is the objective for this series.

We request \$750 to support the coordination and communications and promotion for **Mapping Our Road to Recovery**.

I look forward to hearing from you.

Regards,

Rosalyn

Rosalyn Morrison, Chair, The Institute of Southern Georgian Bay <https://tisgb.com/about-us/board-of-directors/>

## **Mapping Our Road to Recovery**

As frontline services pivot, businesses retool, new roles for philanthropy emerge, and parts of the planet seem to be healing, we need to learn, think, and recalibrate together!

**Mapping Our Road to Recovery** uses a multi-sector approach to harness the talent, knowledge, and care across this region to help with:

- Planning for the recovery of traditional businesses and not-for-profits/charities,
- Nurturing the collaboration of municipal governments across the region, and
- Seeding the growth of emerging economies including Social Innovation through Social Enterprise and Arts & Culture.

**The target audience includes: concerned citizens, leaders from all sectors, and members of recovery task forces from across Southern Georgian Bay.**

- **May 6, 4:30-5:30pm Part 1: Using Social Innovation to Inspire Regional Resilience**
- **May 27, 4:30-6pm Part 2: Facing the Future – A Collective Arts Strategy**
- **June 10, 4:30-6pm Part 3: Strategic investments - Municipal collaboration for recovery**
- **June 24, 4:30-6pm Part 4: Working together towards a more resilient and sustainable future**

**Please mark your calendars!**



**the** institute  
of southern georgian bay

*Harnessing the power of people and place*

# Institute Vision

*Harness the power of people and place  
in Southern Georgian Bay to grow  
social and economic prosperity and be the  
smartest, greenest, healthiest and most caring  
region in Ontario.*

2019 Fall Programming featured two important events:

*Social Innovation: What is it and why now?*

*Arts & Culture:*

*a significant driver for economic growth and creative and healthy regions*



**Social Innovation: What is it and why now?**  
**Saturday, November 23, 2019, 10am – 2pm**  
**Simcoe Street Theatre, Collingwood**



Social Innovation refers to the creation, development, adoption, and integration of new and renewed concepts, systems, and practices that put people and planet first.

Join our conversation about Social Innovation and the impact of connecting people, fostering collaboration and developing innovative solutions to important issues we're facing now, and how convergence surfaces new opportunities.

**Keynote:** Tonya Surman, CEO and Founder, Centre for Social Innovation

**Regional Panel Discussion:**

Moderator: Gillian Fairley, GM, Centre for Business and Economic Development  
Elly Green, Program Manager, Social Enterprise Network of Central Ontario, Georgian College  
Mark Palmer, President and CEO, Greenland Group of Companies; Hume Innovation Hub  
James Thomson, President and CEO, New Path Foundation; Common Roof  
Pamela Hillier, Executive Director, Community Connection; Rotary Club of Collingwood

The panel discussion features regional leaders of innovation who will share their journey, what they've learned about collaboration, and what's needed to succeed in the 21st century. Topics include: The Growing Social Enterprise Sector; Public Private Partnerships; Community Hubs and Common Roofs; and Innovation in Wasaga.

Facilitated lunch discussion exploring how we can grow social innovation in our region, align objectives, and accelerate change.



**Lead Partner:**



**Greenland**  
Group of Companies

**Community Partners:**



**Municipal Partners:**



*Save the date*



*Early Bird Rate  
\$20 before August 28*

**The Institute of Southern Georgian Bay  
launches a new Speaker Series with:**

***Arts & Culture: a significant driver for economic growth and creative and healthy regions***

**THURSDAY, SEPTEMBER 19TH, 2019, 7:00PM**

Marsh Street Centre, 187 Marsh Street, Clarksburg

***Speakers***

**Stuart Reid:** Panel Moderator and Executive Director, Community Foundation Grey Bruce

**Sandra Dupret:** Vice-President Student Experience, Fleming College in association with Haliburton School of Art + Design

**John Hartman:** Celebrated local Artist and Chair, Midland Cultural Centre

**Dean Hollin:** Theatre Director, Marsh Street Centre

**Erica Angus:** Executive Director, Theatre Collingwood

***Audience discussion and a wine and cheese reception follows.***

*Tickets available online at [www.marshstreetcentre.com/tickets](http://www.marshstreetcentre.com/tickets) Members \$25; Non-Members \$35*

*Partners: Blue Mountain Foundation for the Arts & Marsh Street Centre; Media Sponsor: On The Bay Magazine*

**Save the date, join and/or subscribe to the newsletter [www.tisgb.com](http://www.tisgb.com) for more information.**

Our Request: \$750 to partner on  
*Mapping Our Road to Recovery*  
Four-part online discussion series

We want to build on last fall's programming and ideas and present Mapping Our Road to Recovery. The first of this four-part series was held on May 6 and attracted 90 people from across the region including The Blue Mountains, Meaford, Grey Highlands, Clearview, Collingwood and Wasaga. The second event being held May 27 focusses on Arts & Culture as an economic driver and a magnet for tourism, hospitality related businesses, and next generation innovators. The June 10 and June 24 events are being developed.

May 6 Part 1: Using Social Innovation to Inspire Regional Resilience

May 27 Part 2: Facing the Future: A Collective Arts Strategy

June 10 Part 3: Strategic Investments

June 24 Part 4: Looking to the Fall

## May 6: Using Social Innovation to Inspire Regional Resilience

### EXPERT PANEL



Martin Rydlo  
Director,  
Marketing &  
Economic  
Development,  
Town of  
Collingwood



Barbara Little  
Chair  
Meaford  
Hospital  
Foundation



Dale Biddell  
CEO  
United Way,  
Simcoe  
Muskoka



Marilyn Struthers  
Long-time  
resident Grey &  
Bruce. Works with  
emerging  
practices in the  
Social Sector.



Shawn Everitt  
CAO  
The Blue  
Mountains

**Mapping Our Road to Recovery** uses a multi-sector approach to harness the talent, knowledge, and care across this region to help with:

- Planning for the recovery of traditional businesses and not-for-profits/charities,
- Nurturing the collaboration of municipal governments across the region, and
- Seeding the growth of emerging economies including two timely ones – Social Enterprise through Social Innovation and Arts & Culture.

**The target audience includes: concerned citizens, leaders from all sectors, and members of recovery task forces from across Southern Georgian Bay.**

**Thank you for your past support, and for your consideration of this request.**