



Agenda

Economic Development Advisory Committee

Meeting Date: October 14, 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 October 14, 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 (September 14, 2020)

Recommended (Moved by, Seconded by)

THAT the Minutes of September 14, 2020 be approved as circulated, including any revisions to be made.

B. Staff Reports and Deputations

B.1 Deputations, if any

B.1.1 Robert Rappolt, Project Planner, Planning, Landscape Architecture and Urban Design, WSP

Re: Stakeholder Conversation regarding Community Improvement Plan

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.

NOTE: Committee meetings are taking place virtually to assist with social distancing with respect to COVID-19. Comments received from the public that have not been included on the Agenda will be read at the meeting by the Executive Assistant.

B.3 Staff Reports

None

C. Matters for Discussion

C.1 2021 to 2023 Budget Recommendation – Councillor Peter Bordignon and Manager of Communications and Economic Development Peter Bordignon

Recommended (Moved by, Seconded by)

THAT the Economic Development Advisory Committee requests staff to include the following in the 2021 draft budget for Council consideration:

- \$15,000 to implement a film attraction and promotion strategy for The Blue Mountains
- \$25,000 to fabricate and install community gateway signage (ex- Welcome to The Blue Mountains)
- \$25,000 to implement an ExploreBlue.ca promotional campaign to support local businesses, arts & culture, tourism and to assist and support in the promotion of community-based events
- \$10,000 to cover unexpected economic development opportunities or to address economic development challenges as a result of the uncertainty created throughout 2021 by the COVID-19 Pandemic. If this \$10,000 is not used, then it would roll into an EDAC Economic Development reserve fund.

C.2 Economic Development Strategy Sub-Committee Update (verbal)

C.3 Sign By-law Update – Councillor Bordignon

C.4 Committee Composition

NOTE: Link to Committee Terms of Reference:

https://www.thebluemountains.ca/document_viewer.cfm?doc=626

The following motion was resolution was passed by Council September 21, 2020:

WHEREAS Council of the Town of The Blue Mountains, through the 2020 Budget process, requested Committees of Council to provide input regarding the option to move to a Community Committee or continue status quo as a Committee of Council;

AND WHEREAS at the March 9, 2020 Economic Development Advisory Committee meeting, the Committee passed as follows:

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, Carried.

NOW THEREFORE Council of the Town of The Blue Mountains acknowledges and approves the Economic Development Advisory Committee maintaining status quo as a Committee of Council and amending its Terms of Reference for Council consideration, **CARRIED.**

C.5 Agricultural Advisory Committee Appointment to EDAC

NOTE: At the September 17, 2020 Agricultural Advisory Committee meeting, John Ardiel was re-appointed as the Ag Advisory member to EDAC with Dennis Ouellette as his alternate.

C.6 Follow-up Resolution from Council regarding Business Improvement Areas

NOTE: Council passed the following resolutions at the September 21, 2020 Council meeting:

(a) WHEREAS Council of the Town of The Blue Mountains, at the December 16, 2020 Council meeting resolved as follows:

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.

AND WHEREAS the Economic Development Advisory Committee, at its March 9, 2020 meeting, recommended as follows:

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, Carried.

NOW THEREFORE, Council of the Town of The Blue Mountains resolves that businesses are encouraged to reach out to the existing Chamber of Commerce, the Thornbury Business Improvement Area, the Clarksburg Village Association, and/or Blue Mountains Village Association representatives in addition to Town Council and Economic Development staff;

AND THAT no changes be made at this time to the existing Business Improvement Area and Business Association structures, **CARRIED**.

C.7 Roundtable Update from Organizations/Committees

C.7.1 The Blue Mountains Agricultural Advisory Committee Update

C.7.2 Blue Mountain Village Association Update

C.7.3 Blue Mountains Chamber of Commerce Update

C.7.4 Clarksburg Village Association Update

C.7.5 The Blue Mountains Attainable Housing Corporation Update

C.7.6 The Blue Mountains Transportation Committee Update

C.7.7 The Blue Mountains Sustainability Advisory Committee Update

C.7.8 Small Business Enterprise Centre Update

- SBEC Update on Digital Service Squad
 - DSS Services - <http://enterprisecentre.ca/digitalservicesquad/>
 - DSS Events - <http://enterprisecentre.ca/calendar/>

C.7.9 Thornbury Business Improvement Area Update

C.7.10 South Georgian Bay Tourism Update

C.7.11 Georgian Triangle Development Institute Update

C.7.12 Economic Development & Communications Coordinator Update

C.7.13 Grey County Economic Development Update

C.8 Economic Development Advisory Committee Action Item Tracking

- Economic Development Strategy, including COVID-19 Specific Business Support and Economic Recovery Action Plan
- 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

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

November 9, 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.