



Minutes

Community Recovery Task Force

Meeting Date: November 23, 2020
Meeting Time: 11:00 a.m.
Location: Microsoft Teams Meeting
Prepared by Sarah Merrifield, Executive Assistant Committees of Council

A. Call to Order

NOTE: This meeting began prior to 11:00 a.m. as all confirmed attendees were present in advance of the meeting start time.

Mayor Alar Soever called the meeting to order at 10:57 a.m. with Councillor Peter Bordignon and Councillor Rob Sampson present.

Town staff present were Director of Finance and IT Services Ruth Prince, Director of Operations Shawn Carey, Director of Community Services Ryan Gibbons, and Communications and Economic Development Coordinator Carling Fee. Manager of Communications and Economic Development Tim Hendry joined the meeting at 11:15 p.m.

Regrets were sent by Chief Administrative Officer Shawn Everitt.

- **Task Force Member Attendance**
- **Approval of Agenda**

Moved by: Peter Bordignon

Seconded by: Rob Sampson

THAT the Agenda of November 23, 2020 be approved as circulated, including any additions to the Agenda, being Item D.1.1 "Us versus Them" Mentality in The Blue Mountains, 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, Community Recovery Task Force 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 4, 2020)**

Moved by: Peter Bordignon

Seconded by: Rob Sampson

THAT the Community Recovery Task Force Minutes of November 4, 2020 (large and small group) be approved as circulated, including any revisions to be made, Carried.

B. Matters for Discussion

B.1 Clarification regarding Ontario Policies with respect to COVID-19

- O.Reg 364/20
 - Short Term Accommodations: letter to be provided by the Town to Short Term Accommodation operators indicating the expectation to adhere to 10-person bookings, with the understanding that if this requirement is not achieved, an order may have to be issued to ensure compliance
- With respect to municipal facilities re-opening, phase 1 of the arena plan is recreational programming for youth, staff are not proceeding with further re-opening phases at this time and the messaging is consistent
 - Noted that Pickleball is proceeding in accordance with its operational plan which was approved by Public Health
 - Mayor Soever noted the Canadian Pickleball Association released operational recommendations to leagues that could be considered by the local Pickleball organizers

Manager of Communications and Economic Development Tim Hendry joined the meeting at 11:15 a.m.

B.2 Holiday “Shop Local” Event – “Give the Gift of Blue” – Manager of Communications and Economic Development Tim Hendry

- Launching November 30, 2020
- Prizes being purchased the week of November 23, 2020
- Press Release being released the week of November 23, 2020
- Chamber sign and road signs will advertise the initiative
- Stakeholders supportive of the initiative and aware of details
- Grand Prize: gift vouchers for various experiences and businesses throughout The Blue Mountains
- Weekly Prizes: combination of gift certificates and products from local businesses throughout The Blue Mountains
- Noted the Town is purchasing the prizes at retail cost, with the possible exception of the prize being provided from Blue Mountain Village

B.3 Christmas Dinner Sub-Committee and Holiday Video Update – Councillor Sampson

- Full sub-committee meeting to be scheduled the week of November 30, 2020
- Target: 500 meals, combination of ham and turkey – still determining the best method and facility for cooking
- 10 videos being developed, combination of music, ministerial and Council/business/community greetings
- November 30, December 1, and 2, 2020 are the filming dates
- Potential need to accommodate outdoor filming for the choir performances due to a “16ft” separation rule that makes it challenging to film indoors
 - Outdoor filming carries potential cost increase of \$3,000
 - The Task Force requested that staff work with ministry representatives to determine a way to allow the choir to be filmed indoors while respecting any COVID-19 operating parameters

B.4 Capacity and Line Management for Winter Season

- Task Force members questioned how to best signal and advise the public of where to stand/line-up throughout the winter, as traditional methods (stickers, line painting, etc.) are not effective when there is snow on the ground
- Should be discussed further at December 2, 2020 Large Task Force meeting
- Clarify messaging stakeholders will utilize when their businesses/attractions are full for winter 2021
- Confirm food truck tendering process

Manager of Communications and Economic Development Tim Hendry left the meeting briefly between 11:40 a.m. and 11:45 a.m.

B.5 Matters arising from November 23, 2020 Large Task Force (if needed)

None

C. Correspondence

None

D. New and Unfinished Business

D.1 Additions to the Agenda

D.1.1 “Us versus Them” Mentality in The Blue Mountains

- Agreed that the Mayor can add messaging to Weekly Video regarding the “Us versus Them” mentality in The Blue Mountains
- Cautioned that Provincial advice is discouraging individuals from traveling outside of their respective region
- Discussed that key stakeholders in the Town are not marketing in their normal way to individuals outside of the region, and instead, targeting marketing efforts to the local community while educating external customers on the new protocols and expectations for winter 2021

D.2 Items Identified for Discussion at Next Meeting

- Capacity and Line Management Operating Procedures for Winter 2021
- Christmas/Video Sub-Committee Update
- Food Truck Tendering Process Update
- Stakeholder Messaging when Businesses/Attractions are at Capacity for Winter 2021

E. Upcoming Meeting Dates

December 2, 2020

December 16, 2020

F. Adjournment

Moved by: Peter Bordignon

Seconded by: Rob Sampson

THAT the Community Recovery Task Force does adjourn at 11:57 a.m. to meet again at the call of the Chair, Carried.