



Committee Report

Economic Development Advisory Committee Report

Meeting Date: June 16, 2022
Meeting Time: 9:00 a.m.
Location: Town Hall, Council Chambers
32 Mill Street, Thornbury, ON

Economic Development Advisory Committee Recommendations

NOTE: The following is a recommendation from the Economic Development Advisory Committee to be considered for adoption by Council

- [Receive Minutes \(June 16, 2022\)](#)

Recommended (Move, second)

THAT Council of Town of The Blue Mountains receives the Special Economic Development Advisory Committee Minutes dated June 16, 2022, as attached, for information purposes.

C.9 Dicentra Deputation Discussion

THAT Council of Town of The Blue Mountains receives the Special Economic Development Advisory Committee recommendation dated June 16, 2022, as follows:

THAT the Economic Development Advisory Committee supports Dicentra's proposed Thornbury Business Innovation Centre, CARRIED.

C.11 Support for Establishing a Town Film Commission for Film Attraction Production - Deputy Mayor Bordignon

THAT Council of Town of The Blue Mountains receives the Special Economic Development Advisory Committee recommendation dated June 16, 2022, as follows:

THAT the Economic Development Advisory Committee recommends to Council to establish a Film Commission to attract film production and business and set a Terms of Reference through the CAO and Economic Development Division in consultation with local industry, CARRIED.



Minutes

The Blue Mountains, Special Economic Development Advisory Committee

Date: June 16, 2022
Time: 9:00 a.m.
Location: Town Hall, Council Chambers - Virtual Meeting
32 Mill Street, Thornbury, ON
Prepared by:
Kyra Dunlop, Deputy Clerk

Members Present: John Ardiel, Sarah Filion, Mylisa Henderson, Councillor Paula Hope, Tim Newton, Tony Poole, Krystin Rennie, Andrew Siegart, Deputy Mayor Peter Bordignon, Pamela Spence, Gavin Leitch

Staff Present: Manager of Communications and Economic Development Tim Hendry

A. Call to Order

A.1 Traditional Territory Acknowledgement

We would like to begin our meeting by recognizing the First Nations, Metis and Inuit peoples of Canada as traditional stewards of the land. The municipality is located within the boundary of Treaty 18 region of 1818 which is the traditional land of the Anishnaabek, Haudenosaunee and Wendat-Wyandot-Wyandotte peoples.

A.2 Committee Member Attendance

Deputy Mayor Bordignon called the meeting to order at 9:01 a.m. with all members in attendance.

Town staff present was Manager of Communications and Economic Development Tim Hendry.

A.2.1 Introduction of New Committee Member Gavin Leitch, Chamber of Commerce President

Gavin joined the meeting at 9:05 a.m.

Deputy Mayor Bordignon welcomed Gavin Leitch, Chamber of Commerce President, as a Committee Member. Gavin noted that he was pleased to join the Committee and that the Committee had accomplished a number of good things, and that he was eager to contribute as much as he could.

A.3 Approval of Agenda

Moved by: John Ardiel

Seconded by: Pamela Spence

THAT the Agenda of June 16, 2022 be approved as circulated, including any additions to the Agenda.

Yay (11): John Ardiel, Sarah Filion, Mylisa Henderson, Councillor Hope, Tim Newton, Tony Poole, Krystin Rennie, Andrew Siegart, Deputy Mayor Peter Bordignon, Pamela Spence, and Gavin Leitch

The motion is Carried (11 to 0)

A.4 Declaration of Pecuniary Interest and general nature thereof

NOTE: In accordance with the Municipal Conflict of Interest Act and the Town Procedural By-law 2021-76, 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

A.5 Previous Minutes

Moved by: Krystin Rennie

Seconded by: Councillor Hope

THAT the Minutes of May 13, 2022 be approved as circulated, including any revisions to be made.

Yay (11): John Ardiel, Sarah Filion, Mylisa Henderson, Councillor Hope, Tim Newton, Tony Poole, Krystin Rennie, Andrew Siegart, Deputy Mayor Bordignon, Pamela Spence, and Gavin Leitch

The motion is Carried (11 to 0)

B. Public Comment Period (each speaker is allotted three minutes)

NOTE: In accordance with the Town Procedural By-law 2021-76 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 currently being held 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.

None

C. Matters for Discussion

C.1 Follow-up Direction from Council

Resolution passed at the February 2, 2022 Council meeting:

THAT Council of the Town of The Blue Mountains receive the following November 8, 2021 Economic Development Advisory Committee motion:

THAT the Economic Development Advisory Committee request that the Community Recovery Task Force responsibilities and objectives transition to the Economic Development Advisory Committee in Quarter 2 of 2022, CARRIED.

AND THAT Council receives and supports the request of the Economic Development Advisory Committee, disbanding the Community Recovery Task Force, and directs the Economic Development Advisory Committee to take on the responsibilities of the Community Recovery Task Force, CARRIED.

Resolution passed at the April 12, 2022 Council meeting:

THAT Council of Town of The Blue Mountains receives the following recommendations from the Economic Development Advisory Committee dated December 21, 2021:

THAT the Economic Development Advisory Committee receive Staff Report FAF.21.207, entitled "Support for Installation of a Pride Crosswalk";

AND THAT the Economic Development Advisory Committee supports the request from The Blue Mountains Chamber of Commerce to install inclusive pride crosswalks at locations to be selected by Council;

AND THAT the Economic Development Advisory Committee requests through Council that staff continue to pursue the project by identifying suitable locations and explore funding partnership and education partnership opportunities with local community organizations, CARRIED.

AND THAT Council of Town of The Blue Mountains directs staff to pursue the project by identifying suitable locations and explore funding partnership and education partnership opportunities with local community organizations, CARRIED.

Deputy Mayor Bordignon provided an overview of the follow-up directions received from Council. Deputy Mayor Bordignon noted that the Community Recovery Task Force had its concluding meeting on June 14, 2022 and that future Committee meetings would include the Task Force as a sub-committee to continue with the social contingent. Andrew Siegwart asked if the Task Force had any outstanding issues to be dealt with at the Committee level. Deputy Mayor Bordignon noted that two ongoing projects were the Seniors Program and Meals Program which would continue to require assistance from the economic community. Pamela Spence asked who the main point of contact would be for the Seniors Program and Meals Program. Deputy Mayor Bordignon advised that Committee members could connect with himself or Councillor Hope, as well as Reverend Dr. Grayhame Bowcott for information on the Meals Program and Pamela McDermid in relation to the Seniors Program.

Councillor Hope advised that three pride sidewalks were being installed in Town, including one in the Blue Mountain Village, one at Arthur Street, and one at the Beaver Valley School. Manager of Communications and Economic Development Tim Hendry advised that the crosswalks would be installed in the fall of 2022. Deputy Mayor Bordignon noted that the Town would continue to look for funding opportunities and that the Rainbow Fund had provided funding for these installations.

C.2 Patrick Egan Billboard Sign

Resolution passed at November 1, 2021 Council meeting:

THAT with respect to Staff Report FAF.21.182, entitled "Patrick Egan Billboard Sign", Council direct staff, in coordination with the Economic Development Advisory Committee, to consider site specific exemptions in the review of the Sign By-law by the second quarter of 2022, CARRIED.

Deputy Mayor Bordignon provided an overview of the followup direction received by Council, noting that Council had been advised that there was a billboard across from the Foodland without a permit which triggered a review of the Town's Sign By-law. Deputy Mayor Bordignon noted that Council was looking to the Committee to provide feedback on a review of the Sign By-Law as to site-specific exemptions as the terminology in the existing By-law was problematic.

Sarah Filion asked if Patrick Egan was waiting on the Committee for their feedback. Deputy Mayor Bordignon advised that he was not and that staff were working on bringing forward a staff report regarding the terminology in the Sign By-law.

C.3 Roundtable Updates

- Clarksburg Village Association - Sarah Filion
 - Artsburg Street Festival and Children's Day Festival are combining and the street will be shut down to hold the event on August 13, 2022
 - Working with Town staff on Canada Day activities
 - Businesses are gearing up for a busy summer season
- Community Communications Advisory Committee - Councillor Hope
 - Committee bringing forward a Final Report to Council at the June 21, 2022 Committee of the Whole
- Georgian Triangle Development Institute - Krystin Rennie
 - Have moved to in-person member meetings
 - Continue to engage with member municipalities in the development industry regarding official plans and attainable housing
 - Previous member meeting discussed fast growth in the area
- Small Business Enterprise Centre - Tim Newton
 - Digital Mainstreet program is running until March 31, 2024
 - The Digital Transformation Grant 4.0 is open for businesses to apply to, the grant is \$2,500
 - CDAP Grant is open for eligible businesses, the grant is for \$2,400
 - Summer Company Program has been awarded to 6 applicants effective July 1, 2022, geared towards student entrepreneurship
- South Georgian Bay Tourism - Mylisa Henderson
 - Planning for summer 2022
 - Looking for grant support from Regional Tourism 7 and Grey County
 - Ongoing strategic planning
 - Mylisa advised she has tendered her resignation on the Board after 15 years of service, and Melissa Twist will be replacing her. The Committee thanked Mylisa for her years of service and service on the Committee
- The Blue Mountains Agricultural Advisory Committee - John Ardiel
 - The Agricultural Advisory Committee wrapped up in May 2022.
 - Members still have a lot of questions around the Tree By-law. John advised that the Committee had a lot of concerns and did not receive staff updates. Councillor Hope recommended that John reach out to Council to provide information on the communication issues and perspective that the agricultural community had on this topic. Deputy Mayor Bordignon noted that the By-law was not where it needed to be yet so the upcoming July 11, 2022 Public Meeting was an opportunity for more input from the community.

- The Blue Mountains Attainable Housing Corporation - Andrew Siegwart and Deputy Mayor Bordignon
 - The Town had purchased 171 King Street and there was a proposal to dispose of the land to the BMAHC.
 - Andrew advised the next steps for the building were to identify a design partner
- The Blue Mountains Village Association - Andrew Siegwart
 - Blue Mountain Film Festival went very well. Andrew thanked the town and Committee for their support and noted that it was great to have industry leaders go on a tour of the municipality and do site scoping for future productions.
 - Salsa at Blue was returning
 - Labour shortage remained a big challenge
 - Transportation Link finishes at 8:30 p.m. between the Blue Mountain Village and Collingwood, and the Association was looking into a private service to expand that time
 - Official Plan engagement was critical, and there was a need to ensure messaging in the media that the community was aligned and had a plan moving forward.
- The Blue Mountains Chamber of Commerce - Gavin Leitch
 - Returned to After Six events and the Annual General Meeting had taken place
 - Through canvassing of members, members had provided feedback that they would like the Board to do more advocacy
 - Membership was growing
- Thornbury Business Improvement Area - Tony Poole
 - Big Cheese Campaign had spurred a lot of activity, was very successful
 - Shop Local Campaign 2022 was underway\
 - A lot of great events were planned for the rest of the year, including Canada Day events, Apple Harvest Festival, and Old Fashioned Christmas
 - Downtown beautification and improvements were ongoing
 - Tony Poole advised that he was stepping down from the BIA Board after serving on the Board for 8 years. The Committee thanked Tony for his many years of service for the community.
- The Blue Mountains Sustainability Advisory Committee - Pamela Spence
 - The Committee met to review the draft Integrated Community Sustainability Plan before it was discussed by Council at the June 21, 2022 Committee of the Whole
- The Blue Mountains Transportation Committee - Andrew Siegwart
 - Public Information Centre 3 for the Transportation Master Plan was scheduled for August 2022
 - The Draft Transportation Master Plan was a really robust document and the implementation of the document was key

- Deputy Mayor Bordignon noted that through County Council meetings, transportation was an area that Grey County was paying more attention to
- John Ardiel noted that decreasing of road speeds in the Town were a concern
- The Blue Mountains Economic Development Division - Manager of Communications and Economic Development Tim Hendry
 - Big Cheese Smackdown
 - The Town sponsored and assisted with promotion of the event. 3,600 sandwiches from local businesses had been sold, generating \$54,000 across businesses. A huge response on TikTok with 350,000 views of related content. Tim has discussed how to promote and grow the event in 2023
 - Canada Day Events and Parade
 - Starts at 11 a.m. in Clarksburg and ending in Thornbury
 - Fireworks over the Mill Pond at dusk
 - Launched Outdoor Movie Night in the Park
 - Moves around to various local parks and ends the second week in September.
 - Business Tool Kit
 - Available on the Town website
 - Have received a great response from new businesses
 - Resident Welcome Guide will be launched later in 2022
 - Business Survey
 - Received 143 responses. Tim thanked the Committee for completing the survey and promoting the survey to their associations and networks
 - Struggled to get responses from home-based businesses, so staff will continue to analyze the survey results and look for ways to improve for next year

Tim Newton left the meeting at 9:40 a.m.

C.4 Additional Support for Local Business Owners Update - Councillor Hope

Councillor Hope noted that there were revitalization efforts in Clarksburg and Thornbury and that the Town should do what it can to support shopping local.

C.5 Impact of Pandemic Restrictions - Pamela Spence

Pamela Spence noted that having an economic analysis of how the pandemic lockdowns impacted the community as well as lessons learned would be beneficial. Deputy Mayor Bordignon noted that this would be something reviewed through the Town's Emergency Management Group. Manager of Communications and Economic Development Tim Hendry advised that the

Business Survey also included a section related to how the pandemic impacted businesses and the Town's response.

C.6 Fireworks By-Law - Andrew Siegwart

No updates.

C.7 Official Plan Business Stakeholder Meeting - Andrew Siegwart

Andrew Siegwart noted that he was working on setting up a stakeholder meeting and the Blue Mountain Village Association to discuss the Official Plan. Councillor Hope noted that everyone was encouraged to bring forward their thoughts and that some groups had come forward to the Official Plan Review Steering Committee already as well.

C.8 Clearlite Zoning - John Ardiel

Deputy Mayor Bordignon noted that the Clearlite Zoning Application had been approved through the Local Planning Appeal Tribunal (LPAT).

C.9 Dicentra Deputation Discussion

Moved by: Pamela Spence

Seconded by: Sarah Filion

THAT the Economic Development Advisory Committee supports Dicentra's proposed Thornbury Business Innovation Centre.

Yay (10): John Ardiel, Sarah Filion, Mylisa Henderson, Councillor Hope, Tony Poole, Krystin Rennie, Andrew Siegwart, Deputy Mayor Bordignon, Pamela Spence, and Gavin Leitch

Absent (1): Tim Newton

The motion is Carried (10 to 0, 1 absent)

C.10 Committee of Council 2018-2022 Term Discussion

Note: Council passed the following resolution at the December 13, 2021 meeting:

THAT Council receive Staff Report FAF.21.211, entitled "Committees of Council Supplementary Budget Information" as requested by Council for information purposes;

AND THAT Council direct staff to work with the Committee Chairs to prepare the Committees of Council to stand down from June 30, 2022 (does not include Police Services Board, Fence Viewer Committee, Committee of Adjustment, Abandoned Orchard) for further review by the 2022 to 2026 Term of Council to realize savings in the 2022 Budget, CARRIED.

Deputy Mayor Bordignon noted that Committees of Council were standing down as of May 2022 and that he had spoken to the Chief Administrative Officer about the possibility of continuing to meet more informally as a Task Force. Deputy Mayor Bordignon thanked the Committee members for their hard work and contributions on the Committee.

C.11 Support for Establishing a Town Film Commission for Film Attraction Production - Deputy Mayor Bordignon

Andrew Siegwart asked who would be primarily accountable for a Film Commission and if it would include special tax status. Deputy Mayor Bordignon noted that the Film Commission would focus on film attraction and marketing the Town as a destination for film production, which would include the potential for tax status.

Moved by: Pamela Spence

Seconded by: Andrew Siegwart

THAT the Economic Development Advisory Committee recommends to Council to establish a Film Commission to attract film production and business and set a Terms of Reference through the CAO and Economic Development Division in consultation with local industry.

Yay (10): John Ardiel, Sarah Filion, Mylisa Henderson, Councillor Hope, Tony Poole, Krystin Rennie, Andrew Siegwart, Deputy Mayor Bordignon, Pamela Spence, and Gavin Leitch

Absent (1): Tim Newton

The motion is Carried (10 to 0, 1 absent)

C.12 Town Financial Support for the 2023 Blue Mountain Film Festival Sponsorship - Deputy Mayor Bordignon

No updates.

D. Correspondence

D.1 Ministry of Municipal Affairs and Housing Re Re-Opening Ontario Act

E. Notice of Meeting Dates

None

F. Adjournment

Moved by: John Ardiel

Seconded by: Mylisa Henderson

THAT the Economic Development Advisory Committee does now adjourn at 11:02 a.m. to meet again at the call of the Chair.

Yay (10): John Ardiel, Sarah Fillion, Mylisa Henderson, Councillor Hope, Tony Poole, Krystin Rennie, Andrew Siegart, Deputy Mayor Bordignon, Pamela Spence, and Gavin Leitch

Absent (1): Tim Newton

The motion is Carried (10 to 0, 1 absent)