



Minutes

Community Recovery Task Force

Meeting Date: January 6, 2021
Meeting Time: 10:00 a.m.
Location: Microsoft Teams Meeting
Prepared by Sarah Merrifield, Executive Assistant Committees of Council

A. Call to Order

Mayor Alar Soever called the meeting to order at 9:58 a.m. with Councillor Peter Bordignon and Councillor Rob Sampson present.

Town staff present were Chief Administrative Officer Shawn Everitt, Director of Finance and IT Services Ruth Prince, Director of Community Services Ryan Gibbons, Manager of Communications and Economic Development Tim Hendry, and Communications and Economic Development Coordinator Carling Fee.

Regrets were sent by Director of Operations Shawn Carey.

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

Moved by: Peter Bordignon

Seconded by: Rob Sampson

THAT the Agenda of January 6, 2021 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, 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 (December 16, 2020, December 22, 2020)**

Moved by: Rob Sampson

Seconded by: Peter Bordignon

THAT the Community Recovery Task Force Minutes of December 16, 2020 (large and small group) and December 22, 2020 (small group) be approved as circulated, including any revisions to be made, Carried..

B. Matters for Discussion

B.1 Matters arising from January 6, 2021 Large Task Force (if needed)

Requested Property Tax Deferral

- Director of Finance and IT Services Ruth Prince is bringing an Interim Tax staff report to Council on January 12, 2021
 - If Council wishes to, they can consider waiving penalty and interest at that time
 - Mayor Soever noted Council could consider requesting the Province to defer schoolboard tax
 - Noted that any waiving of property tax will impact the proposed 2021 budget

Educational Campaign for Businesses

- Communications and Economic Development Coordinator Carling Fee noted there is an opportunity to provide explainer videos, or similar, to enhance customers' ability to locate businesses online
- It was noted a priority for 2021 is the development of a Social Media Strategy
- Noted the request for extension or renewal of the Shop Local campaign could include a regional focus

Winter Recreation in The Blue Mountains

- Georgian Trail and Tomahawk recreational opportunities have been received positively by the community, with significant use
- Town of Collingwood is now maintaining the Georgian Trail through its jurisdiction, which means the trail is groomed from Christie Beach to east of Collingwood
- Noted there has been no follow-up from the Province regarding the request to use the Provincial Park in Craighleith for recreational opportunities

Mayor Soever left the meeting at 10:28 a.m.

Potential Enhancement of Annual Events (Fall 2021)

- Consideration for staff to liaise with stakeholders who provide annual events (i.e. Olde Fashioned Christmas, Apple Pie Trail, etc.) to help enhance the program delivery in Fall 2021, post-COVID-19

C. Correspondence

None

D. New and Unfinished Business

D.1 Additions to the Agenda

D.2 Items Identified for Discussion at Next Meeting

- Potential Enhancement of Annual Events (Fall 2021) – Large Task Force agenda

E. Upcoming Meeting Dates

January 20, 2021

F. Adjournment

Moved by: Peter Bordignon

Seconded by: Rob Sampson

THAT the Community Recovery Task Force does adjourn at 10:45 a.m. to meet again at the call of the Chair, Carried.