



# Staff Report

## Administration – Chief Administrative Officer

---

**Report To:** COW-Finance, Admin, Fire, Legal, Community Services  
**Meeting Date:** February 27, 2023  
**Report Number:** FAF.23.018  
**Title:** Establishing an Economic Development Advisory Committee for the 2022-2026 Term of Council  
**Prepared by:** Shawn Everitt, Chief Administrative Officer

---

### A. Recommendations

---

THAT Council receive Staff Report FAF.23.018, entitled “Establishing an Economic Development Advisory Committee for the 2022 – 2026 Term of Council”;

AND THAT Council approve the draft Economic Development Advisory Committee Terms of Reference as presented in this report;

AND THAT Council establish an Economic Development Advisory Committee for the 2022 – 2026 Term of Council and does appoint \_\_\_\_\_ as a Council Representative member of the Committee and \_\_\_\_\_ as a Council Representative member of the Committee with one of these two appointees being identified as the Committee Chair;

AND THAT Council direct staff to advertise the request for interested individuals to make application to be considered for appointment to the Town’s Economic Development Advisory Committee, and follow the required selection process including the completion of reference checks.

### B. Overview

---

This report brings forward a revised draft Terms of Reference for Council consideration and requests direction from Council to advertise for interested individuals to make applications for membership on the Economic Development Advisory Committee.

### C. Background

---

At the January 23, 2023, Council meeting, Council approved [Staff Report FAF.23.007](#) directing staff to initiate the formal process to establish a series of Committees of Council that included the following:

- Agricultural Advisory Committee
- Economic Development Advisory Committee

- Grants and Donation Advisory Committee
- Parks and Trails Committee
- Transparency and Accountability Committee

The Economic Development Advisory Committee (EDAC) has been in place since approximately 2008 and has been a valuable conduit to our local business, agricultural, culinary, industrial, film attraction, and tourism communities.

The 2018 – 2022 Economic Development Advisory Committee championed the Town's Economic Development Strategy that was approved by Council on in 2021.

The proposed draft Terms of Reference document included in this report (Attachment 1) is being brought forward with the understanding that revisions may be required in the future to ensure the document provides for the most effective, and efficient process while ensuring all the regulatory and accounting practices are met. Any proposed changes that may be brought forward by the Advisory Committee would require Council approval.

## **D. Analysis**

---

Staff have brought forward a revised draft Terms of Reference that provides a proposed mandate, new membership criteria, purpose, and scope that staff believes provides more clarity and avoids "scope creep" that has impacted some Committees in the past.

Staff recommend establishing the Economic Development Advisory Committee as outlined in [Staff Report FAF.23.007](#):

### **Advisory Committee**

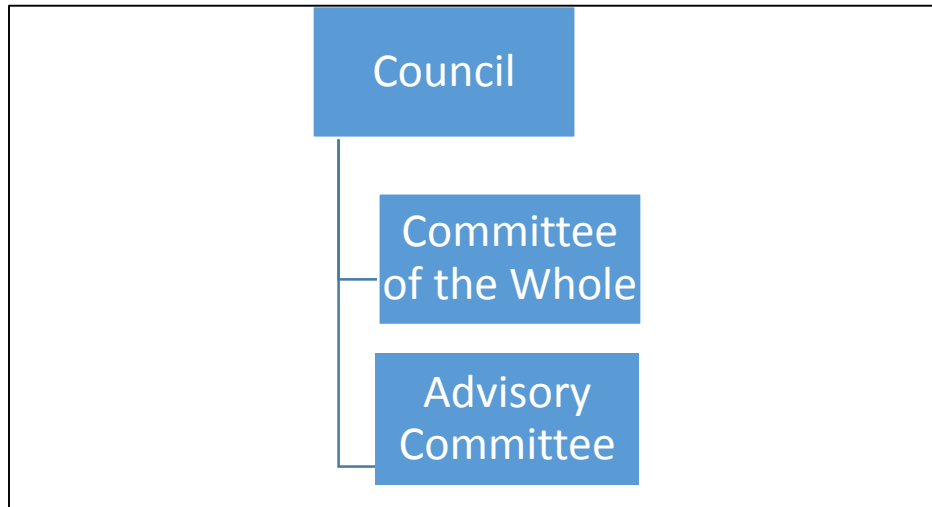
Staff suggested that Advisory Committees be established by Council and that their mandates and scope of work be clearly described through a Terms of Reference document that would be reviewed by the Advisory Committee and Council twice per Term of Council.

An Advisory Committee would be required to follow the Town's existing Procedural By-law and would require the support of an Administrative Assistant to provide for the Advisory Committee's administrative needs. Advisory Committees also require Council approval for using additional staff time and resources where requested to complete the mandate of the Advisory Committee.

Staff recommend the following elements be incorporated by all Advisory Committees as they are significantly important to the Committee's success, the facilitation of procedure, the management of meetings, the maintenance of respect and decorum, and adherence to Committee mandate(s):

- The Chair of an Advisory Committee shall be a member of Council;
- Advisory Committees are an extension of Council, however, do not provide direction to staff;

- Advisory Committee meetings are to be held virtually;
- Staff suggest that Advisory Committees are not permitted to establish sub-committees to remain focused on their specific mandate.



**Summary of Key Changes to Terms of Reference as Recommended by Staff**

Item	Section Wording	Proposed Change
A.	<b>Mandate</b> When requested, consult and provide perspective on the potential review of Town policies, programs, and initiatives relating to Economic Development;	Recommend adding “When requested”, for staff to be able to engage the Advisory Committee when required and clearly within the mandate of the Advisory Committee
B.	<b>Mandate</b> Work in partnership with staff and local economic development partners including but not limited to the following list to actively assist in fostering and promoting a positive community image and a healthy business environment for existing and prospective businesses; <ul style="list-style-type: none"> <li>• The Blue Mountain Village Association;</li> <li>• The Blue Mountains Chamber of Commerce;</li> <li>• The Clarksburg Business Association;</li> <li>• The Blue Mountains Attainable Housing Corporation;</li> <li>• The Georgian Triangle Development Institute</li> <li>• The South Georgian Bay Tourism;</li> </ul>	Previously included in Membership/Voting and reduced from thirteen (13) to ten (10) including two (2) members of Council  Suggested elimination of representation of Agricultural Advisory Committee, Transportation Committee, and Sustainability Committee.  Added Agricultural and Rural, Manufacturing, and Tech Industries as partners.

Item	Section Wording	Proposed Change
	<ul style="list-style-type: none"> <li>• The Small Business Enterprise Centre;</li> <li>• Agricultural and rural industries</li> <li>• Manufacturing Industry</li> <li>• Tech Industries</li> <li>• The Thornbury Business Improvement Area.</li> </ul>	
<b>C.</b>	<p><b>Membership/Voting</b></p> <p>Composition is noted below:</p> <p>Voting Members:</p> <ul style="list-style-type: none"> <li>• Two (2) Members of Council (one member being appointed as Chair)</li> <li>• Six (6) Members of the public at large</li> <li>• Mayor as ex-officio (not counted towards Committee membership)</li> </ul> <p>Openings for the membership shall be publicly advertised as appointment opportunities arise.</p> <p>Voting members shall be eligible voters in the Town of The Blue Mountains (who meet elector qualifications outlined in the Municipal Elections Act) and have experience, expertise, and interest in the area of Economic Development are invited to apply.</p>	<p>Proposed change from up to (11) members representing various sectors to six (6) members of the public at large</p> <p>Proposed composition changed the quorum number to four (4) while still requiring a Council Representative to be one (1) of the four (4) for the quorum.</p> <p>Members are required to be and continue to be eligible voters for the purposes of the municipal election in The Blue Mountains</p>
<b>D.</b>	<p><b>Membership/Voting</b></p> <p>Possess relevant experience, expertise, and/or has previous or current involvement in a diverse field of economic development relevant to The Blue Mountains</p>	Broadened terminology
<b>E.</b>	<p><b>Membership/Voting</b></p> <p>All EDAC members are expected to know and abide by relevant conduct policies of the Town. In addition, the following guidelines should be understood by EDAC members:</p> <ol style="list-style-type: none"> <li>Only the EDAC Chair can speak on behalf of the Advisory Committee;</li> <li>EDAC members shall not direct any messaging without the approval of the Chair;</li> <li>The EDAC Chair plays an important role in</li> </ol>	<p>Added this clause from the previous Joint Municipal Physician Recruitment and Retention Committee to add clarity to roles and responsibilities</p> <p>Added the importance of providing a respectful environment</p>

Item	Section Wording	Proposed Change
	<p>ensuring that a functional relationship with high integrity exists within the EDAC, with Council, with the public and with staff;</p> <p>d) Constructive and informative debate and opinion sharing can be a constructive part of the group decision-making process. However, when the debate becomes ongoing, inappropriate, unconstructive, or offensive, and before becoming a conflict, the Chair may need to intervene with an appropriate dispute resolution mechanism.</p>	
<b>F.</b>	<p><b>Membership/Voting</b></p> <p>Members of the EDAC shall not be registered or have been previously registered on the Town's Lobbyist Registry.</p> <p>It is the responsibility of the member to declare any affiliations and/or inclusion on the Town's Lobbyist Registry to the Town Clerk as soon as possible in writing.</p>	Added to reflect a possible implementation of a Lobbyist Registry
<b>G.</b>	<p><b>Sub-Committees</b></p> <p>The establishment of Sub-Committees shall not be considered an option available to the AGAC.</p>	Proposing that this not be an option for Advisory Committees
<b>H.</b>	<p><b>Meeting Details, Agenda, Minutes and Procedure</b></p> <p>Meetings will be held virtually three (3) times per calendar year at a time that is to be determined and scheduled at the Committees first official meeting and will be for the duration of the Term of Council and approved by the Committee.</p> <p>Additional meetings of the Committee may be called by the Chair, with a minimum of five (5) business days' notice, to address urgent matters.</p>	<p>Proposed shift to meeting three (3) times per year instead of once per month</p> <p>Additional meetings, if required, can be called by the Chair</p>
<b>J.</b>	<p><b>Meeting Details, Agenda, Minutes and Procedure</b></p> <p>Meetings will be held virtually, are recorded and archived and available on the Town's Website. All meetings are open to the public to view virtually.</p>	This recommends the recording of meetings and archiving of all meeting with access to these meeting being through the Town's Website to promote openness,

Item	Section Wording	Proposed Change
		information sharing, and transparency.
K.	<b>Term of Economic Development Advisory Committee</b> The EDAC will be in effect until March 31, 2026, or otherwise determined by Council.	Proposed Term to be consistent with the standing down of Committees in 2022 and to provide clarity and the ability to proactively plan activities
L.	<b>Related Policies and Training Requirements</b>	Updated list of Policies and Training
M.	<b>Housekeeping and Consistency</b>	Additional changes were made throughout the document for grammatical and consistency purposes

Council may also wish to consider consistency in the number of Council Representation on Advisory Committees. For this purpose, staff have provided an alternative motion that would have one (1) Council representative appointed as a member of the Economic Development Advisory Committee instead of the previous and currently recommended two (2) members of Council.

#### **Optional Recommendation**

AND THAT Council establish an Economic Development Advisory Committee for the 2022 – 2026 Term of Council and does appoint \_\_\_\_\_ as the Committee Chair.

#### **E. Strategic Priorities**

---

##### **1. Communication and Engagement**

We will enhance communications and engagement between Town Staff, Town residents and stakeholders.

##### **2. Organizational Excellence**

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

##### **3. Community**

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

#### **4. Quality of Life**

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

#### **F. Environmental Impacts**

---

None.

#### **G. Financial Impacts**

---

Expected costs for the initial advertising for potential members, as outlined in the previous staff report, are as follows:

- Initial newspaper advertising for all Committees costs approximately \$1,000 (cost shared amongst all Committees)
- Reference Checks costs \$105 (per person)

Where additional advertisements are required, one-off newspaper advertising for a single Committee cost approximately \$350.

#### **H. In Consultation With**

---

Senior Management Team

Town Clerk

#### **I. Public Engagement**

---

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Shawn Everitt, Chief Administrative Officer [cao@thebluemountains.ca](mailto:cao@thebluemountains.ca).

#### **J. Attached**

---

1. Proposed EDAC Terms of Reference
2. 2018 – 2022 EDAC Terms of Reference

Respectfully submitted,

Shawn Everitt  
Chief Administrative Officer

For more information, please contact:  
[cao@thebluemountains.ca](mailto:cao@thebluemountains.ca)  
519-599-3131 extension 234

### Report Approval Details

Document Title:	FAF.23018 Establishing an Economic Development Advisory Committee for the 2022-2026 Term of Council.docx
Attachments:	- Attachment-1-Proposed-EDAC-Terms-of-Reference.pdf - Attachment-2-2018-2022-Economic-Development-Advisory-Committee-Terms-of-Reference.pdf
Final Approval Date:	Feb 15, 2023

This report and all of its attachments were approved and signed as outlined below:

**Shawn Everitt - Feb 15, 2023 - 9:40 AM**