



Committee Report

Economic Development Advisory Committee Report

Meeting Date: December 15, 2020
Meeting Time: 2:30 p.m.
Location: Town Hall, Council Chambers
32 Mill Street, Thornbury, ON

Economic Development Advisory Committee Recommendations

NOTE: The following are recommendations from the Economic Development Advisory Committee to be considered for adoption by Council

- [Receive Minutes \(December 15, 2020\)](#)

Recommended (Move, second)

THAT Council of The Town of The Blue Mountains receives Economic Development Advisory Committee minutes dated December 15, 2020, as attached, for information purposes.



Minutes

The Blue Mountains, Economic Development Advisory Committee

Date: December 15, 2020
Time: 2:30 p.m.
Location: Town Hall, Council Chambers - Virtual Meeting
32 Mill Street, Thornbury, ON
Prepared by:
Sarah Merrifield, Executive Assistant Committees of Council

Members Present: John Ardiel, Mylisa Henderson, Councillor Paula Hope, Sarah Filion, Tim Newton, Steve Simon, Krystin Rennie, and Councillor Peter Bordignon

Regrets: Andrew Siegwart, Tony Poole, Chief Administrative Officer Shawn Everitt

Staff Present: Director of Legal Services Will Thomson, Manager of Communications and Economic Development Tim Hendry, and Communications and Economic Development Coordinator Carling Fee

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

Executive Assistant Committees of Council Sarah Merrifield confirmed all members were present save Andrew Siegwart and Tony Poole.

A.3 Approval of Agenda

Moved by: Tim Newton

Seconded by: John Ardiel

THAT the Agenda of December 15, 2020 be approved as circulated, including any additions to the Agenda, being Item E.1.1 Town of Collingwood Correspondence to Province of Ontario re: Visitors to the Area.

Yay (8): John Ardiel, Sarah Fillion, Mylisa Henderson, Councillor Hope, Tim Newton, Krystin Rennie, Steve Simon, Councillor Bordignon

Absent (2): Tony Poole, Andrew Siegwart

The motion is Carried (8 to 0, 2 member absent)

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 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.

None

A.5 Previous Minutes

Moved by: Mylisa Henderson

Seconded by: Paula Hope

THAT the Minutes of November 9, 2020 be approved as circulated, including any revisions to be made.

Yay (8): John Ardiel, Sarah Fillion, Mylisa Henderson, Councillor Hope, Tim Newton, Krystin Rennie, Steve Simon, Councillor Bordignon

Absent (2): Tony Poole, Andrew Siegwart

The motion is Carried (8 to 0, 2 member absent)

B. Staff Reports and Deputations

B.1 Deputations, if any

None

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.

None

B.3 Staff reports, if any

None

C. Matters for Discussion

C.1 Municipal Licensing By-law Review - CAO Shawn Everitt and Director of Legal Services Will Thomson

Director of Legal Services Will Thomson provided an overview of the Municipal Licensing By-law, and explained its intent is to more effectively administer Short Term Accommodations and Bed and Breakfast establishments in the Town of The Blue Mountains. Will further noted there is no current plan to bring other types of businesses under the licensing by-law, but the by-law is structured so that additional schedules could be added if required.

Committee member Steve Simon enquired why the changes currently being recommended could not have been done simply by amending the existing Short Term Accommodation By-law. Steve explained the concern is not with the regulation of Short Term Accommodations, but if the license becomes broad enough to cover other types of businesses, it is of concern. Will confirmed any additional schedules for the By-law would be subject to consultation from the public and the business community and emphasized there is no current plan to bring other types of businesses under the Licensing By-law. Will explained the proposed Licensing By-law is the result of extensive public and stakeholder engagement and brings more clarity to the Short Term Accommodation program for both the Town, and operators. Will noted the Licensing By-law conforms to industry standard.

Steve noted the Chamber of Commerce is against the Licensing By-law and feels it is poor timing. Councillor Bordignon noted the changes to the by-law have been underway for some time, and prior to the COVID-19 pandemic. Will reiterated there is no plan to introduce other business licensing at this time, but if such a need arises, full consultation will be undertaken.

Committee member Sarah Filion noted her agreement with Steve's position, and specifically around the wording in the by-law that it will allow the Town to license *various* types of businesses. Sarah noted some minor rewording would give some assurance to businesses. Will along with Councillor Bordignon will work with Chief Administrative Officer Shawn Everitt to review the wording that is of concern and report back to the Committee.

Committee member Steve Simon left the meeting briefly due to technical difficulties.

C.2 Sign By-law Review - Shawn Everitt and Will Thomson

Director of Legal Services Will Thomson noted the Sign By-law Review is a project identified in 2021. The general intent of the review is to make the Sign By-law system more streamlined in the permitting, approval, and variance processes. Will noted the by-law is not structurally problematic, but there are efficiencies that can be made.

Councillor Bordignon noted the need to make the by-law easier to understand for businesses, and further noted the Definitions section of the by-law needs updating.

Committee member Steve Simon rejoined the meeting at 3:11 p.m.

Steve commented that the revised by-law should be less onerous on the business community.

Will confirmed there will be extensive public consultation and communication around the by-law update.

Director of Legal Services Will Thomson left the meeting at 3:16 p.m.

C.3 Potential Road Swap Update

10th Line and Bruce/Marsh Streets

Committee member John Ardiel noted the Transportation Committee discussed the potential road swap at its December meeting. The need is to keep communication with the County to ensure it remains a priority. The Transportation Committee has requested staff to consider holding advanced discussions with public and community stakeholders. Executive Assistant Committees of Council Sarah Merrifield noted the Town's GIS staff is currently undertaking a mapping and infrastructure exercise to be able to accurately

convey the existing conditions at 10th Line. Sarah Filion requested the ability to participate in the public consultation component. It was agreed that public consultation will be key.

C.4 Roundtable Update from Organizations/Committees

- a. The Blue Mountains Agricultural Advisory Committee
 - Kept up to date on the potential road swap
 - Providing comments regarding the Bayou Cable Park for consideration through the staff report that is a follow-up to the Public Meeting
- b. Blue Mountain Village Association
 - Annual General Meeting held recently, with the Board of Directors elected for a 2-year Term, including one new Director
 - Enchant @ Blue Mountain is underway
- c. Blue Mountains Chamber of Commerce
 - Annual General Meeting on December 21, 2020 at 4:00 p.m.
 - Steve Simon is resigning from Chamber of Commerce, which means there will also be a new Chamber representative appointed to the Economic Development Advisory Committee
 - Steve noted his thanks, and confirmed he has enjoyed his time working with the Committee
 - Councillor Bordignon thanked Steve for his participation both with the Chamber and the Committee, and noted the Committee looks forward to working with the new appointee
 - Councillor Hope thanked Steve for his work with the Chamber on behalf of the business community
- d. Clarksburg Village Association
 - Sarah Filion thanked Steve for his efforts, and noted he was instrumental in getting the Clarksburg Village Association involved with the Economic Development Advisory Committee
 - The Clarksburg Tour of Lights is underway and has strong participation throughout the community, with great feedback received
 - Clarksburg businesses are welcoming customers, and helping spread the word about the “Shop Local” initiative

- e. The Blue Mountains Attainable Housing Corporation
 - It was noted Cary Eagleson resigned from the Economic Development Advisory Committee, and his replacement will be appointed in January 2021
 - Request for Information for Design Builder (Gateway Site) being released
- f. The Blue Mountains Transportation Committee
 - Continue to review the potential road swap
 - Traffic counters being installed throughout the Town to monitor traffic flows and establish traffic data
 - Transportation Master Plan consultant has been retained
- g. The Blue Mountains Sustainability Advisory Committee
 - Integrated Community Sustainability Plan consultant providing presentation to the Committee in January 2021
- h. Small Business Enterprise Centre
 - Tim Newton thanked Steve Simon for his work with the Chamber of Commerce and the Committee
 - Digital Main Street Program is in place until end of February 2021, and some grant money to the community is anticipated
 - Starter Company Plus Program: Thornbury Laser Clinic and Hear Me Cheer
- i. Thornbury Business Improvement Area
 - Steve Simon noted he has not heard an update recently regarding the Business Improvement Area, but believes there was a good amount of shopping happening early in the season in downtown Thornbury
- j. South Georgian Bay Tourism
 - Currently seeking a consultant to assist with digital content development
 - Advertisement opportunities available in the 4-season guide
 - Noted the request for an alternate member for EDAC was reviewed, but there were no volunteers
 - Councillor Bordignon enquired whether South Georgian Bay Tourism is seeing any membership trends, particularly since the membership fees were waived for 2021 – Mylisa will follow-up

k. Georgian Triangle Development Institute

- Noted development industry is quite busy, and there has been a shift to virtual meetings
- Priority has been on assisting members with development-related issues, participating in the Town of Collingwood's Official Plan Review, and participating in the Town of The Blue Mountains' Missing Middle Housing Review

l. The Blue Mountains Economic Development Division

- Give the Gift of Blue has been successful and well-received with over 400 submissions to date, and both weekly winners were local
 - Generated retail spending ranges between \$15,000 to \$20,000
 - Grand-prize draw the first week of January, 2021
- Gateway Signage work is underway, with 3 design options being presented to the Economic Development Advisory Committee in January 2021 -this work will involve extensive consultation and review
- Community Profile content is ready and will be shared in January 2021
- Potential economic development collaboration opportunity with Town of Collingwood, with an information report coming to an upcoming Committee meeting
- Economic Development Strategy draft will be provided to Committee
- 2021 draft Committee budget includes \$75,000 which is made up of: \$15,000 for film attraction and promotion, \$25,000 for Gateway Signage, \$25,000 for an exploreblue.ca promotional campaign, and \$15,000 for implementing Economic Development Strategy action items

m. Grey County Economic Development

- Department staffing and structure changes proposed to realign workflow capacity
- 2021 priorities include investment, and attraction and retention, and entrepreneurship

D. Correspondence

D.1 Alex Maxwell, Resident

Re: Attainable Housing and Future Building in the Town of The Blue Mountains

For Committee information

Moved by: John Ardiel

Seconded by: Sarah Fillion

THAT the Economic Development Advisory Committee receives correspondence item D.1 Alex Maxwell, Resident Re: Attainable Housing and Future Building the Town of The Blue Mountains for information.

Yay (8): John Ardiel, Sarah Fillion, Mylisa Henderson, Councillor Hope, Tim Newton, Krystin Rennie, Steve Simon, Councillor Bordignon

Absent (2): Tony Poole, Andrew Siegart

The motion is Carried (8 to 0, 2 member absent)

E. New and Unfinished Business

E.1 Additions to Agenda

E.1.1 Town of Collingwood Correspondence to Province of Ontario re: Visitors to the Area

Councillor Bordignon noted the Town of Collingwood at its recent Council meeting voted 8-1 in favour of sending a letter to the Province regarding visitors to the area. Councillor Bordignon noted we need to ensure we aren't being divisive.

Committee member Mylisa Henderson noted she participated in a business forum hosted by Medical Officer of Health Dr. Ian Arra where it was made clear that transmission of COVID-19 is not necessarily due to visitors coming to the region to shop, but more so if individuals are visiting with family and friends. Councillor Bordignon noted it is less about where an individual is from, and more about how he or she behaves once in the area.

Committee member John Ardiel noted there is an increase in the number of people visiting from outside of the region, and further noted employees become quite concerned. He noted it is a fine line between welcoming visitors to businesses, while ensuring employees are comfortable. Councillor Bordignon noted the Mandatory Face Covering By-law will also help businesses to enforce health and safety protocols.

Mylisa noted there has been some concern voiced by her employees as well, but messaging and communication is key. John noted that customers are generally respectful and follow health and safety protocols, and further noted his appreciation to Grey Bruce Health Unit for their responsiveness and guidance through the COVID-19 pandemic.

E.2 Items Identified for Discussion at the Next Meeting

- South Georgian Bay Tourism Membership Update
- Economic Development Collaboration Opportunities with Town of Collingwood
- Draft Economic Development Strategy
- Sign By-law, and consideration to establish Economic Development Advisory Committee representatives
- Information regarding Film Commission

F. Notice of Meeting Dates

January 11, 2021

Town Hall, Council Chambers (virtual)

G. Adjournment

Moved by: Steve Simon

Seconded by: Paula Hope

THAT the Economic Development Advisory Committee does now adjourn at 4:16 p.m. to meet again at the call of the Chair.

Yay (8): John Ardiel, Sarah Fillion, Mylisa Henderson, Councillor Hope, Tim Newton, Krystin Rennie, Steve Simon, Councillor Bordignon

Absent (2): Tony Poole, Andrew Siegwart

The motion is Carried (8 to 0, 2 member absent)