



Minutes

The Blue Mountains, Economic Development Advisory Committee

Date: June 20, 2024
Time: 10:00 a.m.
Location: Virtual Meeting, Teams
Prepared By: Carrie Fairley, Executive Assistant Committees of Council

Members Present: John Ardiel, Patti Kendall, Paul Sandiford, Pamela Spence, Deputy Mayor Peter Bordignon, Councillor Paula Hope, David Thomson

Members Absent: Michael Thompson, and Councillor Gail Ardiel

Staff Present: Tim Hendry, Manager of Communications and Economic Development and Allan Gibbons, Communications and Economic Development Coordinator

A. Call to Order

A.1 Traditional Territory Acknowledgement and Moment of Reflection

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

Chair Bordignon called the meeting to order at 10:01 a.m. Executive Assistant Carrie noted that all members of the Committee are present, save and except for Member Thompson, Member Ardiel and Councillor Ardiel, who sent their regrets.

Member Ardiel joined the meeting at 10:05 a.m.

David Thomson left the meeting at 11:00 a.m.

A.3 Approval of Agenda

Moved by: Patti Kendall

Seconded by: David Thomson

THAT the Agenda of June 20, 2024, be approved as circulated, including any items added to the Agenda.

Yay (6): Patti Kendall, Paul Sandiford, Pamela Spence, Deputy Mayor Peter Bordignon, Councillor Paula Hope, and David Thomson

Absent (3): John Ardiel, Michael Thompson, and Councillor Gail Ardiel

The motion is Carried (6 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 2023-62, Council or 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: Paul Sandiford

Seconded by: Pamela Spence

THAT the Economic Development Advisory Committee minutes of May 28, 2024, be adopted as circulated, including any revisions to be made.

Yay (7): John Ardiel, Patti Kendall, Paul Sandiford, Pamela Spence, Deputy Mayor Peter Bordignon, Councillor Paula Hope, and David Thomson

Absent (2): Michael Thompson, and Councillor Gail Ardiel

The motion is Carried (7 to 0)

B. Staff Reports and Deputations

B.1 Tim Newton, Small Business Enterprise Centre, Re: Business Support Statistics

Moved by: John Ardiel

Seconded by: David Thomson

THAT the Economic Development Advisory Committee receives for information the presentation from Tim Newton, Small Business Enterprise Centre regarding Business Support Statistics.

Yay (7): John Ardiel, Patti Kendall, Paul Sandiford, Pamela Spence, Deputy Mayor Peter Bordignon, Councillor Paula Hope, and David Thomson

Absent (2): Michael Thompson, and Councillor Gail Ardiel

The motion is Carried (7 to 0)

C. Public Comment Period

None

D. Matters for Discussion

D.1 Give the Gift of Blue, Re: Ideas and Decision for Relaunching the Program

The Committee discussed relaunching the program in the shoulder seasons (spring and fall) to help drive customers to businesses during the lower seasons. Member Kendall suggested profiling different products with a slogan “getting ready for spring/winter”

Pamela suggested this ties in with the Tourism Strategy and tours of cherry blossoms or lilacs could be offered. Pamela also suggested “Blue Gives Back” and noted the funds could be used for the Grants and Donations program.

The Committee discussed ensuring other local associations and businesses are involved.

D.2 Business Workshop and Networking Event

D.3 Tourism Strategy

D.4 Update on CIP Funding

D.5 Strategic Land Acquisition Task Force

D.6 Municipal Accommodation Tax

D.7 Follow-up Direction from Council

None

E. Correspondence

None

F. New and Unfinished Business

F.1 Additions to Agenda

None

F.2 Items Identified for Discussion at the Next Meeting

- Tourism Strategy

- Municipal Accommodation Tax (Note: this may be moved to another future meeting)
- Give the Gift of Blue
- Community Improvement Program (Note: this may be moved to another future meeting)
- Economic Development Strategy update

The Committee will work in subcommittees/working groups on Give the Gift of Blue, Business Workshop and Networking Event Ideas and Strategic Land Acquisition Task Force. (Note: The Strategic Land Acquisition Task Force may not be in the purview of this committee)

F.2.1 Structure of September's In-Person Meeting

Working meeting, in person, Council Chambers.

G. Notice of Meeting Dates

At the Call of the Chair

H. Adjournment

Moved by: Patti Kendall

Seconded by: Pamela Spence

THAT this Economic Development Advisory Committee Meeting does now adjourn at 11:06 a.m. to meet again, at the call of the Chair.

Yay (6): John Ardiel, Patti Kendall, Paul Sandiford, Pamela Spence, Deputy Mayor Peter Bordignon, and Councillor Paula Hope

Absent (3): Michael Thompson, Councillor Gail Ardiel, and David Thomson

The motion is Carried (6 to 0)