



Committee Report

Economic Development Advisory Committee Report

Meeting Date: March 8, 2021
Meeting Time: 9:00 a.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 \(March 8, 2021\)](#)

Recommended (Move, second)

THAT Council of The Town of The Blue Mountains receives Economic Development Advisory Committee minutes dated March 8, 2021, as attached, for information purposes.

C Matters for Discussion

C.1 [The Blue Mountains Comments regarding Cannabis Retail Authorization Proposed at 49 Bruce St S](#)

Recommended (Move, second)

THAT Council of the Town of The Blue Mountains acknowledges receipt of the March 8, 2021 Economic Development Advisory Committee recommendation as follows:

THAT the Economic Development Advisory Committee receives Item C.1 The Blue Mountains Comments regarding Cannabis Retail Authorization Proposed at 49 Bruce St S for information purposes;

AND THAT the Economic Development Advisory Committee requests that future decisions and comments relating to business opportunities in the Town of The Blue Mountains be directed to the Economic Development Advisory Committee for comment;

AND THAT the Economic Development Advisory Committee recommends that, in future, the process for business applications, whether they be regulated or non-regulated, be identified for prospective business owners, CARRIED.

AND THAT, in accordance with the Committee's recommendation, Council of the Town of The Blue Mountains directs that future decisions and comments relating to business opportunities in the Town of The Blue Mountains be directed to the Economic Development Advisory Committee for comment;

AND THAT Council directs that the process for business applications, whether they be regulated or non-regulated, be identified for prospective business owners.



Minutes

The Blue Mountains, Economic Development Advisory Committee

Date: March 8, 2021
Time: 9:00 a.m.
Location: Town Hall, Council Chambers - Virtual Meeting
32 Mill Street, Thornbury, ON
Prepared by:
Sarah Merrifield, Executive Assistant Committees of Council

Members Present: Councillor Peter Bordignon, Councillor Paula Hope, Tim Newton, Andrew Siegwart, Tony Poole, Dennis Ouellette (Agricultural Advisory Committee Alternate), Pamela Spence, and Mylisa Henderson following the call to order

Regrets: Sarah Filion, and Krystin Rennie

Staff Present: Shawn Everitt, Tim Hendry, Sarah Merrifield, Liz Saunders, Corrina Giles, Krista Royal, Tanya Patterson

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 that all Committee members were present save Sarah Filion, John Ardiel, and Krystin Rennie. Dennis Ouellette, alternate Agricultural Advisory Committee member, attended in the place of John Ardiel. Committee member Mylisa Henderson joined the meeting at 9:07 a.m. following the call to order

A.3 Approval of Agenda

Moved by: Tim Newton

Seconded by: Andrew Siegwart

THAT the Agenda of March 8, 2021 be approved as circulated, including any additions to the Agenda.

Yay (7): Councillor Hope, Tim Newton, Dennis Ouellette, Tony Poole, Andrew Siegwart, Pamela Spence, and Councillor Bordignon

Absent (3): Sarah Fillion, Mylisa Henderson, and Krystin Rennie

The motion is Carried (7 to 0, 3 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: Andrew Siegwart

Seconded by: Councillor Hope

THAT the Minutes of February 8, 2021 be approved as circulated, including any revisions to be made.

Yay (7): Councillor Hope, Tim Newton, Dennis Ouellette, Tony Poole, Andrew Siegwart, Pamela Spence, and Councillor Bordignon

Absent (3): Sarah Fillion, Mylisa Henderson, and Krystin Rennie

The motion is Carried (7 to 0, 3 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 The Blue Mountains Comments regarding Cannabis Retail Authorization Proposed at 49 Bruce St S

Mylisha Henderson joined the meeting at 9:07 am.

Councillor Bordignon passed the Chair to Andrew Siegwart for Item C.1. Councillor Bordignon noted that, with respect to The Blue Mountains Comments regarding Cannabis Retail Authorization Proposed at 49 Bruce Street South, the Alcohol and Gaming Commission of Ontario regulates the sector. Councillor Bordignon further noted that Council previously passed a resolution to be cannabis retail friendly. Councillor Bordignon noted that the proposal was provided to Council due to the location and its proximity to a school. Councillor Hope reiterated Councillor Bordignon's comments.

Committee member Tony Poole spoke from the perspective of the Thornbury Business Improvement Area and the Chamber of Commerce. Tony noted that the Business Improvement Area and Chamber of Commerce supports the business enterprise, and is surprised about the rationale referenced in the letter, being parking and proximity to a daycare. Tony noted that parking has been an ongoing issue in the downtown core, irrespective of the type of business, and pointed that the Town has plans to improve downtown core parking in the future. With respect to proximity to a daycare centre, Tony noted that perhaps the daycare is in a poor location, but children of daycare age would not be entering a cannabis retail store. The larger concern with the daycare should be the busy traffic corridor and children at play.

Tony further commented this is the first example of Council getting into a discussion about a business in the downtown core and it Council anticipates continued involvement, it is a bigger discussion. Andrew Siegwart noted that this should have been given further consideration and increased consultation opportunity, particularly since Council has previously “opted in” for cannabis retail. Councillor Bordignon noted that Council has no interest in governing businesses. It was noted that Planning staff are monitoring the Alcohol and Gaming Commission of Ontario website and deemed to provide notification to Council. As a result, Planning submitted comments to the Alcohol and Gaming Commission of Ontario. Councillor Bordignon further noted that the *Cannabis Act* requests information on an applications’ proximity to daycares, schools, etc.

The Committee requested clarity regarding whether this type of process is typical of cannabis applications, and it was noted by Councillor Bordignon that comments regarding cannabis locations is a function of the Planning Department. Councillor Hope emphasized that due to the application timelines, Council was not given a great deal of notice and there are many elements to consider. Councillor Bordignon noted that Council has asked the Alcohol and Gaming Commission of Ontario for 30 days’ notice in future for public consultation. Further, Council did not review the letter prior to it being provided to the Alcohol and Gaming Commission of Ontario.

Committee member Tony Poole noted there is a lesson to be learned about process, particularly moving forward. Councillor Bordignon noted his agreement and confirmed that Planning will make their comments outside of Council because Council previously “opted in” for cannabis retail. Committee member Mylisa Henderson noted the Committee previously discussed being Open for Business and perhaps there is a need to revisit the process.

Andrew noted his understanding that the application timeline was tight, but the Committee provides connection to key business resources and associations that could have provided comments in short order. Councilor Bordignon noted there should be formalized “lessons learned” and the Committee’s comments are well-taken.

Moved by: Councillor Bordignon

Seconded by: Tony Poole

THAT the Economic Development Advisory Committee receives Item C.1. The Blue Mountains Comments regarding Cannabis Retail Authorization Proposed at 49 Bruce St S for information purposes;

AND THAT the Economic Development Advisory Committee requests that future decisions and comments relating to business opportunities in the Town of The Blue Mountains be directed to the Economic Development Advisory Committee for comment;

AND THAT the Economic Development Advisory Committee recommends that, in future, the process for business applications, whether they be regulated or non-regulated, be identified for prospective business owners.

Yay (8): Councillor Hope, Tim Newton, Mylisa Henderson, Dennis Ouellette, Tony Poole, Andrew Siegwart, Pamela Spence, and Councillor Bordignon

Absent (2): Sarah Fillion, and Krystin Rennie

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

C.2 2021 Budget Review - Councillor Bordignon and Manager of Communications and Economic Development Tim Hendry

Councillor Bordignon resumed the role of chair at 9:49 a.m.

2021 Budget Link:

https://thebluemountains.ca/document_viewer.cfm?doc=2866

Manager of Communications and Economic Development Tim Hendry provided an overview of the 2021 approved Economic Development Advisory Committee budget, being \$15,000 for film attraction and promotion strategy, \$25,000 for community gateway signage, \$25,000 for exploreblue.ca promotional campaign, and \$10,000 for implementing year 1 action items identified in the Economic Development Strategy.

Tim further updated the Committee that the Community Profile and Community Guide, which are ongoing workplans, have been completed. With respect to gateway signage, staff are developing concepts and have completed a site assessment. An information report will be taken to Council outlining the tiered signage approach. A series of reports will also be provided to the Committee to consider gateway signage design and approach.

Councillor Bordignon reported that the exploreblue.ca website was created through the Community Recovery Task Force for tourism and promotion into the future. With respect to the film attraction and promotion strategy, Councillor Bordignon advised that the Town will be relying on the Economic Development Strategy sub-committee and insight from Blue Mountain Village, whose staff has prioritized film attraction as well.

C.3 Economic Development Strategy Update - Tim Hendry (verbal)

Tim Hendry reported that staff have met with the Economic Development Strategy sub-committee and is implementing various changes based on feedback received. Accompanying the strategy will be a plan language, graphic accompaniment for the public. Tim noted there are foundational, forward-thinking recommendations contained within the draft strategy. Tim confirmed that the Strategy will be provided to the Committee for endorsement as soon as

possible, and a Special Economic Development Advisory Committee may be called specifically to review the strategy.

C.4 Roundtable Updates

- The Blue Mountains Agricultural Advisory Committee
None
- Blue Mountain Village Association
 - Reinstating the Labour Supply Task Force to understand the labour supply dynamics and acute attainable housing needs
 - The resort and village are working in coordination with operators to ensure health and safety protocols are followed
 - operators generally operating under yellow guidelines
 - noted appreciation for the local and regional stakeholder collaboration which has directly affected health outcomes in a positive way
 - Preparation underway for spring/summer/fall 2021 operational needs, while expecting events and experiences may be virtual
- Blue Mountains Chamber of Commerce
 - Happy International Woman's Day – approximately 80% of business owners in The Blue Mountains are female
 - Hoping to get back to "After 6" events, pending COVID-19 guidelines
 - Chamber building has recently been renovated
 - Businesses are finding it challenging with the start/stop nature of the provincial lockdowns
- Thornbury Business Improvement Area
 - Some businesses are not allowing people attend for sit-in eating and drinking
 - Restaurants that are allowing sit-in for eating and drinking are reaching the reduced capacity identified through COVID-19 protocols
- Clarksburg Village Association
None
- Community Communications Advisory Committee
 - Draft Communications Strategy being developed in coordination with the Communications Sub-Committee
 - Tax Bill Mailing included content regarding collection of email, and Inflow and Infiltration messaging, both of which have been Committee priorities

Tony Poole left the meeting at 10:16 a.m.

- Town staff are in the process of developing a new municipal website
- The Blue Mountains Attainable Housing Corporation
 - The Board held a meeting on March 4, 2021 where a preliminary budget was reviewed, which is also being provided to Council on March 9, 2021
 - The Design Guidelines Task Force are working on recommendations with respect to the Gateway Site so the eventual project that's recommended to Council can fit within the site and satisfy the needs of the thoroughfare – currently considering 2 distinct buildings with setbacks and a number of unique design features
 - The Corporation is undertaking business roundtable meetings
- The Blue Mountains Transportation Committee
 - Transportation Master Plan development underway
- The Blue Mountains Sustainability Advisory Committee
 - Tree Preservation Open House on March 24, 2021
 - Data collection underway as part of the Integrated Community Sustainability Plan
 - Data Workshops have been set up
 - Committee has requested enhanced review of polystyrene recycling options, including the potential to request for community partners to reduce operational costs
 - Will be receiving a presentation from Seabin with respect to Seabin activities in the Thornbury Harbour
- Small Business Enterprise Centre
 - Starter Company Plus program deadline: March 29, 2021
 - Digital Main Street program extended until June 2021 due to FedDev Ontario funding
 - Numerous events planned to celebrate International Woman's Day, including: March 9 "Making Connections" event, "Herstory" storytelling event for female business leaders, and in coordination with the Henry Bernick Entrepreneurship Centre, programming which supports women in business who want to trade on the international market
- South Georgian Bay Tourism
 - Launched our digital four-season guide (more details to come out in newsletter next week) you will start to see QR codes around the region for easy download
 - Launch of communication campaign with existing membership base – you will start to see these video via socials over the next couple of weeks

- Created a survey and sent to all members to collect data on value of services
- Launch an industry Instagram & Facebook to keep tourism business educated
- Focused on continued outreach to businesses that are split between COVID-19 colour codes
 - continued need to educate visitors about COVID-19 protocols, and the colour coding differences between the Simcoe/Muskoka Health Unit and the Grey/Bruce Health Unit
 - Andrew Siegwart noted the pandemic has pointed to issues with the regional divisions, including: workforce confusion for employees who live in other colour zones, reliance on regional services and inadvertent impacts of decisions of Councils from other boundaries
- A representative of South Georgian Bay Tourism would like to provide a deputation to the Committee with respect to trends and traffic visitation on the South Georgian Bay Tourism website
- Georgian Triangle Development Institute

None
- The Blue Mountains Economic Development Division
 - Rural Access to Broadband Internet Task Force will be launching an Internet Speed Challenge – it was noted that businesses in Craigleith would benefit from enhanced internet services
 - Physician Recruitment Survey being launched by the Joint Municipal Physician Recruitment and Retention Committee – allows the Town to gain data with respect to family physicians in the region
 - Economic Development Strategy will be coming to the Committee
- Grey County Economic Development
 - Town staff are continuing to participate in Grey County Economic Development meetings and continue to encourage Grey County staff to present to the Economic Development Advisory Committee on a regular basis
 - Important to ensure alignment in the Town and County economic development initiatives

D. Correspondence

D.1 Town of Collingwood

Re: Business Accelerator Opportunity for South Georgian Bay

A report on the South Georgian Bay Business Accelerator Opportunity will be coming forward to the Committee

Moved by: Pamela Spence

Seconded by: Andrew Siegwart

THAT the Economic Development Advisory Committee received correspondence item D.1 Town of Collingwood Re Business Accelerator Opportunity for South Georgian Bay for information purposes.

Yay (7): Councillor Hope, Tim Newton, Mylisa Henderson, Dennis Ouellette, Andrew Siegwart, Pamela Spence, and Councillor Bordignon

Absent (3): Tony Poole, Sarah Fillion, and Krystin Rennie

The motion is Carried (7 to 0, 3 absent)

D.2 Alex Maxwell, Resident

Re: Ideas for Municipal Golf Course (Tomahawk)

Moved by: Andrew Siegwart

Seconded by: Pamela Spence

THAT the Economic Development Advisory Committee receives correspondence item D.2 Alex Maxwell, Resident Re Ideas for Municipal Golf Course (Tomahawk) for information purposes

Yay (7): Councillor Hope, Tim Newton, Mylisa Henderson, Dennis Ouellette, Andrew Siegwart, Pamela Spence, and Councillor Bordignon

Absent (3): Tony Poole, Sarah Fillion, and Krystin Rennie

The motion is Carried (7 to 0, 3 absent)

E. New and Unfinished Business

E.1 Additions to Agenda

E.2 Items Identified for Discussion at the Next Meeting

- Follow-up to Alex Maxwell's correspondence (Ideas and Recovery for Small Business)
- Economic Development Strategy
- South Georgian Bay Business Accelerator Opportunity Report

F. Notice of Meeting Dates

April 12, 2021

Town Hall, Council Chambers (virtual)

G. Adjournment

Moved by: Tim Newton

Seconded by: Councillor Hope

THAT the Economic Development Advisory Committee does now adjourn at 11:04 a.m. to meet again at the call of the Chair.

Yay (7): Councillor Hope, Tim Newton, Mylisa Henderson, Dennis Ouellette, Andrew Siegwart, Pamela Spence, and Councillor Bordignon

Absent (3): Tony Poole, Sarah Fillion, and Krystin Rennie

The motion is Carried (7 to 0, 3 absent)