



# Committee Report

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## Economic Development Advisory Committee Report

**Meeting Date:** May 10, 2021  
**Meeting Time:** 9:00 a.m.  
**Location:** Town Hall, Council Chambers  
32 Mill Street, Thornbury, ON

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### Economic Development Advisory Committee Recommendations

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

- [Receive Minutes \(May 10, 2021\)](#)

**Recommended** (Move, second)

THAT Council of The Town of The Blue Mountains receives Economic Development Advisory Committee minutes dated May 10, 2021, as attached, for information purposes.



# Minutes

## The Blue Mountains, Economic Development Advisory Committee

**Date:** May 10, 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 Bordigon, Councillor Paula Hope, Pamela Spence, Sarah Fillion, Mylisa Henderson, Andrew Siegwart, and Tony Poole.

**Staff Present:** Director of Operations Shawn Carey, Transportation Master Plan Project Coordinator Adam Fraser, and Manager Communications and Economic Development Tim Hendry, Communications and Economic Development Coordinator Carling Fee

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### 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

Introduction of Kyra Dunlop, Administrative Assistant Committees of Council

Executive Assistant Sarah Merrifield confirmed all members were in attendance save Krysten Rennie, Tim Newton, and John Ardiel who sent their regrets.

### **A.3 Approval of Agenda**

Moved by: Pamela Spence

Seconded by: Mylisa Henderson

THAT the Agenda of May 10, 2021 be approved as circulated, including any additions to the Agenda.

Yay (7): Councillor Bordignon, Counciller Hope, Pamela Spence, Sarah Fillion, Mylisa Henderson, Andrew Siegwart, Tony Poole.

Absent (3): Tim Newton, Krystin Rennie, John Ardiel

**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: Paula Hope

THAT the Minutes of April 12, 2021 be approved as circulated, including any revisions to be made.

Yay (7): Councillor Bordignon, Counciller Hope, Pamela Spence, Sarah Fillion, Mylisa Henderson, Andrew Siegwart, Tony Poole.

Absent (3): Tim Newton, Krystin Rennie, John Ardiel

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

## **B. Staff Reports and Deputations**

### **B.1 Deputations, if any**

#### **B.1.1 Melissa Twist, South Georgian Bay Tourism**

##### **Re: South Georgian Bay Tourism Updates**

Councillor Bordignon welcomed Melissa Twist, South Georgian Bay Tourism. Melissa provided a presentation regarding the South Georgian Bay Tourism role, function and goals.

Melissa provided an overview of the Brand Promise, which is to "Gently nudge and guide visitors within the region to seize their day by discovering unique places, activities, experiences and people."

Further, Melissa provided an overview as to how South Georgian Bay Tourism will perform the Brand Promise.

Melissa reviewed South Georgian Bay Tourism's COVID-19 Recovery and Resiliency Plan, which included Safety Protocol and Education, Leadership and Consistent Messaging, Marketing, and Ambassadorship. Melissa advised that South Georgian Bay Tourism leveraged funds to help recovery and resiliency even outside of the membership to assist during COVID-19 pandemic.

The Committee received information regarding South Georgian Bay Tourism's detailed marketing campaign and focus on community unity in 2021. Melissa confirmed that QR codes have been installed throughout region and provided an overview regarding education. revenue generation and the Driftscape App. There are over 100 members of South Georgian Bay Tourism year over year and 41 new members have joined in 2021 to date.

Councillor Bordignon requested clarification for whether the QR codes would download the full South Georgian Bay Tourism guide, which Melissa confirmed.

Committee member Mylisa Henderson requested an elaboration on the partnerships being leveraged by South Georgian Bay Tourism during COVID-19. Melissa advised that the RT07 has been assisting with marketing initiatives and South Georgian Bay Tourism holds regular touching bases with Simcoe and Grey counties.

Committee member Andrew Siegwart provided his thanks and congratulations to Melissa Twist regarding the presentation and her work.

Manager of Communications and Economic Development Tim Hendry provided his thanks to Melissa for her work with respect to the challenges faced over the last year as a result of the COVID-10 pandemic. Tim noted that South Georgian Bay Tourism is undergoing exciting changes and a refreshed direction despite the challenges of the past year and the Town is pleased to be a part of the organization.

Councillor Bordignon thanked Melissa for the presentation and commented that he liked the Brand Promise.

Moved by: Andrew Siegwart  
Seconded by: Mylisa Henderson

THAT the Economic Development Advisory Committee receives item B.1.1. Melissa Twist, South Georgian Bay Tourism regarding South Georgian Bay Tourism Update for Information.

Yay (7): Councillor Bordignon, Councillor Hope, Pamela Spence, Sarah Fillion, Mylisa Henderson, Andrew Siegwart, Tony Poole.

Absent (3): Tim Newton, Krystin Rennie, John Ardiel

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

**B.1.2 Adam Fraser, Transportation Master Plan Project Coordinator Re Transportation Master Plan Project Introduction and Engagement Opportunities**

Councillor Bordignon welcomed Adam Fraser, Master Transportation Plan Coordinator.

Prior to commencing his presentation to the Committee, Adam provided opportunity for comment from Director of Operations Shawn Carey.

Shawn advised the Committee of the importance of Transportation Master Plan Project with respect to creating awareness and community engagement in the process. Shawn advised of the importance of receiving feedback and comments from Committee on the transportation plan.

Adam provided a presentation on the Transportation Master Plan Project Introduction and Engagement Opportunities.

Adam provided an overview on the presentation objectives, what the Transportation Master Plan Project is, coordination with other town strategies and departments, and the process of the Transportation Master Plan Project.

Adam provided an overview on the process of the Transportation Master Plan Project including Notices and Public Information Centres (PIC), stakeholder and community engagement and group meetings, virtual engagement tools, First Nations engagement, technical advisory group meetings, the Transportation Advisory Committee, presentations to Council. and additional outreach plans.

Adam requested feedback from the Committee with respect to how the Transportation Master Plan Project can support the interests of the Economic Development Advisory Committee.

Committee member Pamela Hope noted that she sits on the Sustainability Advisory Committee and expressed that she was pleased to hear that the Transportation Master Plan Project centered around engagement. Pamela requested information as to whether the Transportation Master Plan Project had adopted as part of its focus both wayfinding signage and engagement of the community by way of gently nudging and guiding visitors, which Adam confirmed.

Adam advised the Committee that the Transportation Master Plan Project incorporated both a strategy to determine the visual component of signage and where/how signage should play a role in the Transportation Master Plan Project.

Councillor Bordignon requested information on the Transportation Master Plan Project survey being conducted and the types of input the Transportation Master Plan Project is looking to receive. Adam advised the Committee that the Survey is projected to be released in June 2021 and that the data collection from the types of questions included in the survey are expected to be quite broad.

Councillor Bordignon thanked Adam for the presentation.

Moved by: Tony Poole  
Seconded by: Sarah Fillion

THAT the Economic Development Advisory Committee receives item B.1.2 Adam Fraser, Transportation Master Plan Project Coordinator Re Transportation Master Plan Project Introduction and Engagement Opportunities for information.

Yay (7): Councillor Bordignon, Councillor Hope, Pamela Spence, Sarah Fillion, Mylisa Henderson, Andrew Siegwart, Tony Poole.

Absent (3): Tim Newton, Krystin Rennie, John Ardiel

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

**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 Roundtable Updates**

- The Blue Mountains Agricultural Advisory Committee
  - No members present

- Blue Mountain Village Association
  - Adam Siegwart provided an update.
    - The Blue Mountain Village Association is focusing on the summer 2021 season re-opening although no information is currently available to them on the parameters or timing from the province.
    - Considering traffic management and re-imagining open space usage.
    - Hiking and cycling tours - having a "cycling valet".
    - Meeting with the Public Health to further develop plans and discuss focus groups for economic development and industry partnerships.
    - Launched Blue Mountain Village Voices podcast which talks about economic development and tourism in the region.
  - Councillor Bordignon advised that of the initiative of the letter-writing campaign to the province from local stakeholders to be shared with the Committee once completed.
- Blue Mountains Chamber of Commerce
  - Tony Poole provided an update
    - The Province of Ontario has announced a program to allow rapid test kit distributions. The Chamber of Commerce is reviewing this initiative in the event there is an opportunity to provide the rapid test kits directly through the Blue Mountains Chamber of Commerce.
    - Councillor Bordignon advised that they are also checking with local pharmacies to determine if that could make the rapid testing kits more accessible.
- Thornbury Business Improvement Area
  - Tony Poole provided an update.
    - That the town has been quiet overall, with the exception of a slightly busier Mothers Day weekend.
    - Many businesses have reduced curbside pickup hours.
    - Requested a parkette landscaping update.
  - Councillor Bordignon advised that he would elevate the request regarding the parkette landscaping inquiry to Ryan Gibbons, Director of Community Services.



- Clarksburg Village Association
  - Sarah Fillion provided an update.
    - The Association is currently awaiting guidance from the provincial government.
    - Businesses remain quiet at this time.
    - Sarah has hired an Assistant to get organized for reopening measures and to consider events for next year.
- Community Communications Advisory Committee
  - Councillor Hope provided an update.
    - The Community Communications Advisory Committee is putting its strategic plan forward to Council for consideration.
      - Mantra of the Strategic Plan "Where every voice is heard"
    - Website redevelopment is projected to be completed by the end of this year in quarter four.
      - Proposed question to the Economic Development Advisory Committee with respect to how the website can best reflect the needs of this Committee.
  - The Blue Mountains Attainable Housing Corporation
    - Andrew Siegwart provided an update.
      - Hosted a business roundtable to receive recommendations regarding how the Board can better communicate and move forward during COVID-19.
      - Corporation has approved a communications plan regarding Thornbury project with respect to the designs and approval process through Council.
      - Desire to work more closely with the Community Communications Advisory Committee.
      - Interim Control By-Law passed in Collingwood will have an impact on the kind of growth and plan that The Blue Mountains needs to stay aware of.
- The Blue Mountains Transportation Committee
  - Andrew Siegwart advised there were no updates.

- The Blue Mountains Sustainability Advisory Committee
  - Committee member Pamela Spence provided an update.
    - The Sustainability Plan is in Phase 1 in draft form, which was presented to Sustainability Advisory Committee at it's last meeting. There were some revisions required and the Sustainability Advisory Committee is in the process of making those adjustments to the plan.
- Small Business Enterprise Centre
  - Tim Newton not present, no updates to be provided.
- South Georgian Bay Tourism
  - Mylisa Henderson provided an update.
    - Need to figure out what the goalposts are for re-opening through as per the South Georgian Bay Tourism presentation.
- Georgian Triangle Development Institute
  - Krystin Rennie was not present, no updates to be provided.
- The Blue Mountains Economic Development Division
  - Advised that the recommendations within the Economic Development Strategy were well received by Council.
    - The real strength is the implementation of the plan.
    - Staff report being forwarded to the Committee to provide the implementation updates for year one tactics.
  - Film Attraction
    - Ontario Film Commissioner meeting with The Blue Mountains.
    - Has also been in touch with City of Hamilton who has a version of this program in place.
    - Film Forum - virtual conference was attended.
    - Video Launch
      - Cherchez la femme
      - Bruce Wine Bar
      - Videos have received good viewership and videos currently in production will feature the Ravenna Country Market and IWA Spa.
      - Produced in partnership with RT07

- Community Profile
  - Shared internally and with Councillor Bordignon - will be provided to the Economic Development Advisory Committee in June.
  - Local Business Association Funding
    - Council approved annual \$5,000.00 maximum funding allocation which allows the Thornbury Business Improvement Area, the Clarksburg Village Association, The Blue Mountain Village Association, The Blue Mountains Chamber of Commerce and South Georgian Bay Tourism to apply for funding.
- Grey County Economic Development
  - Good roundtable discussion
  - All are awaiting guidance from the Province of Ontario

## **C.2 Follow-up Direction from Council**

### **a) Economic Development Survey Results**

THAT Council of the Town of The Blue Mountains acknowledges receipt of the January 11, 2021 Economic Development Advisory Committee recommendation as follows:

THAT the Economic Development Advisory Committee receive Staff Report FAF.21,013, entitled “Economic Development Survey Results”;

AND THAT the Economic Development Advisory Committee acknowledges that the survey responses will be analyzed with resulting action items incorporated into the final draft of the Economic Development Strategy in consultation with the Economic Development Strategy sub-committee;

AND THAT the Economic Development Advisory Committee requests staff to provide the Economic Development Survey Results to Council for information at a future meeting, CARRIED.

AND THAT Council receives the results of the Economic Development Survey for information purposes, CARRIED.

**b) South Georgian Bay Business Accelerator**

NOTE: The following motion was LOST at Council

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

THAT the Economic Development Advisory Committee receives Item B.1.2 Gillian Fairley and Jason Gillham Re: South Georgian Bay Business Accelerator Opportunity for information purposes;

AND THAT The Economic Development Advisory Committee endorses in principle the South Georgian Bay Business Accelerator Program, as presented, and recommends to Council as follows:  
-participation in the Program through the Town's Economic Development office;

AND THAT Council direct the Economic Development Office to work with the South Georgian Bay Business Accelerator group to identify appropriate funding, CARRIED.

AND THAT, in accordance with the Committee's recommendation, Council of the Town of The Blue Mountains endorses the South Georgian Bay Business Accelerator Program in principle and directs staff to work with the South Georgian Bay Business Accelerator group to identify appropriate funding for consideration, LOST.

**c) The Blue Mountains Comments regarding Cannabis Retail Authorization  
Proposed at 49 Bruce St S**

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, where time and circumstance permits, 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, CARRIED.

Councillor Bordignon reviewed the motions regarding the Economic Development Survey results, the South Georgian Bay Business Accelerator and The Blue Mountains comments regarding cannabis retail authorization proposed at 49 Bruce Street South.

With respect to the South Georgian Bay Business Accelerator motion which was lost at Council. Tim Hendry advised that the Town will be participating in 2021 through an observer role.

## **D. Correspondence**

None.

## **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 - once available
- Follow-up re. letter-writing campaign to the Province of Ontario re. COVID-19 re-opening measures.
- Film Attraction Update
- Community Profile
- Economic Development Strategy Year 1 Tactic Implementation
- Regional Economic Development Implications of Interim Control By-Law (Collingwood)

## **F. Notice of Meeting Dates**

June 14, 2021

Town Hall, Council Chambers (virtual)

## **G. Adjournment**

Moved by: Paula Hope

Seconded by: Pamela Spence

THAT the Economic Development Advisory Committee does now adjourn at 10:33 a.m. to meet again at the call of the Chair.

Yay (7): Councillor Bordignon, Councillor Hope, Pamela Spence, Sarah Fillion, Mylisa Henderson, Andrew Siegwart, Tony Poole.

Absent (3): Tim Newton, Krystin Rennie, John Ardiel

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