



Committee Report

Economic Development Advisory Committee Report

Meeting Date: December 21, 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 \(December 21, 2021\)](#)

Recommended (Move, second)

THAT Council of The Town of The Blue Mountains receives Economic Development Advisory Committee minutes dated December 21, 2021, as attached, for information purposes.

[B.3.1 FAF.21.210 Support for Installation of Pride Crosswalk - Manager of Communications and Economic Development Tim Hendry](#)

Recommended (Move, second)

THAT Council of Town of The Blue Mountains receives the following recommendation from the Economic Development Advisory Committee dated December 21, 2021:

THAT the Economic Development Advisory Committee receive Staff Report FAF.21.207, entitled "Support for Installation of Pride Crosswalk";

AND THAT the Economic Development Advisory Committee supports the request from The Blue Mountains Chamber of Commerce to install inclusive pride crosswalks at locations to be selected by Council.

AND THAT the Economic Development Advisory Committee requests through Council that staff continue to pursue the project by identifying suitable locations and explore funding partnership and education partnership opportunities with local community organizations, CARRIED.

AND THAT Council of Town of The Blue Mountains directs staff to continue to pursue the project by identifying suitable locations and explore funding partnership and education partnership opportunities with local community organizations.



Minutes

The Blue Mountains, Economic Development Advisory Committee

Date: December 21, 2021
Time: 10:00 a.m.
Location: Town Hall, Council Chambers
32 Mill Street, Thornbury, ON
Prepared by:
Kyra Dunlop, Acting Executive Assistant Committees of Council

Members Present: Deputy Mayor Bordignon, Councillor Hope, Pamela Spence, Sarah Fillion, Mylisa Henderson, Andrew Siegwart, Tony Poole, John Ardiel
Absent: Tim Newton, Krystin Rennie
Staff Present: Manager of Communications and Economic Development Tim Hendry, Communications 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

Deputy Mayor Bordignon called the meeting to order at 10:14 a.m.

Acting Executive Assistant to Committees of Council Kyra Dunlop confirmed all members were present except Tim Newton and Krystin Rennie who sent their regrets.

Town staff present included Manager of Communications and Economic Development Tim Hendry and Communications Coordinator Carling Fee.

A.3 Approval of Agenda

Moved by: John Ardiel

Seconded by: Pamela Spence

THAT the Agenda of December 21, 2021 be approved as circulated, including any additions to the Agenda.

Yay (8): Deputy Mayor Bordignon, Councillor Hope, Pamela Spence, Sarah Fillion, Mylisa Henderson, Andrew Siegwart, Tony Poole, John Ardiel

Absent (2): Tim Newton, Krystin Rennie

The motion is Carried (8 to 0, 2 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 2021-76, 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: Andrew Siegwart

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

Yay (8): Deputy Mayor Bordignon, Councillor Hope, Pamela Spence, Sarah Fillion, Mylisa Henderson, Andrew Siegwart, Tony Poole, John Ardiel

Absent (2): Tim Newton, Krystin Rennie

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

B. Staff Reports and Deputations

B.1 Deputations, if any

B.1.1 Jennifer Bisley, Executive Director BMAHC, Chair Sampson, and Ed Starr, SHS Consulting Re: Blue Mountains Attainable Housing Corporation Gateway Project Co-Investment

The following is a link to a Blue Mountains Attainable Housing Corporation Public Webinar held on October 28, 2021:

- [Link to the BMAHC Public Webinar Presentation dated October 28, 2021](#)

Executive Director of the Blue Mountains Attainable Housing Corporation (BMAHC) Jennifer Bisley noted her thanks for the invitation to the meeting and provided an overview of the presentation:

- Need for housing in the Town
- Statistics 2015 and 2021
 - Average Household Income
 - Average Household Income (single person household)
 - Median Household Income (one-person household)
- The Gateway Project
 - Capital Budget
 - Rent Levels
 - Operations
- Proposed Investment by the Town
- Ensuring Success and Return on Investment
- Investments with a Low Burden on the tax base
- Discussion

Committee Member John Ardiel asked what amount of money was being put aside for building repairs and maintenance from the surplus funds. Councillor Sampson noted that the Operations expense line covered repairs and maintenance and that the BMAHC was following the same reserve fund policy as other similar buildings. SHS Consultant Ed Starr noted that a minimum of 4% of annual revenue would be set aside for long term capital care. Ed noted that SHS Consulting was working on the design concept and that the Design Guidelines called for a 4 storey building. Ed noted that it was common in tourism destination communities which depended on service sector workers that there was a lack of attainable housing available.

Committee Member Andrew Siegwart asked how the business community could be more involved. Councillor Sampson noted that it would be beneficial for the business community to reach out and indicate

where they may want to offer rooms to their employees, and that a Memorandum of Understanding between the Town and employers could be considered regarding room availability for workers. Jennifer noted that an understanding of both the demand and demographics for the type of housing needed would be beneficial. Deputy Mayor Bordignon noted that care was needed with the messaging to ensure it was clear that the units were built for the overall town and were not industry specific. Deputy Mayor Bordignon noted that the Committee could prepare a brief containing business community feedback.

Committee Member Pamela Spence noted her concern that youth were leaving the community. Pamela noted that many youth were not earning the lowest wage as referenced in the presentation to be able to afford a unit, and that other housing thresholds should be considered to ensure young people have the opportunity for housing. Pamela noted that BMAHC could consider corporate sponsorship for naming elements of the building to offset costs. Councillor Sampson noted that the corporate donation side would be looked at and noted that the BMAHC had considered offering studio/bachelor units to lower the rate on some units.

The Committee noted that a broad approach to reaching the business community would be beneficial and that joint sessions should be held between organizations including the Thornbury BIA, Chamber of Commerce and Blue Mountain Village Association, to provide businesses the opportunity to meet and discuss options surrounding housing together. Jennifer noted it would also be beneficial to receive feedback from employees.

Councillor Hope noted her concern regarding the high construction costs and asked what contingencies were in place for any unexpected costs. Councillor Sampson noted that the contingency costs were built into the \$26,000,000 construction budget and noted that as construction costs were only increasing with time it was important for the construction to start sooner than later. Ed noted that the construction reserve fund was broken into two pieces:

- Escalation - Expenses incurred between now and construction, built into the contingency fund at 7%; and
- Contingency - Unexpected costs built in at 7.5%.

Ed noted that in approving the project the Canadian Mortgage and Housing Corporation (CMHC), which was the largest funder on the project, approves construction costs at a fixed cost and that subsequent contracts will fill the funding gap. Ed noted that the mortgage rate would

be fixed at the lowest rate for 10 years, with renewal for 10 years for a fixed rate. Ed noted that within the first 10 years of the project, costs tend to be fixed while revenues increase as market rent goes up, which puts the reserves in a good position.

Andrew noted that the Gateway Project did not meet all of the housing needs in the community and that the conversation around housing should be ongoing between the BMAHC and Committee. Deputy Mayor Bordignon noted that collaboration between the residents, business community and employees would result in good feedback for BMAHC consideration, and thanked Councillor Sampson, Jennifer Bisley and Ed Starr for their time and the presentation.

B.2 Public Comment Period (each speaker is allotted three minutes)

NOTE: In accordance with the Town Procedural By-law 2021-76 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

B.3.1 FAF.21.210 Support for Installation of Pride Crosswalk - Manager of Communications and Economic Development Tim Hendry

Manager of Communications and Economic Development Tim Hendry provided an overview of Staff Report FAF.21.207 "Support for Installation of Pride Crosswalk". Tim noted that the Chamber of Commerce had approved a generous donation of \$2,500 to support the installation of a crosswalk.

Committee Member John Ardiel asked why water-based paint was being considered. Tim noted that there were three possible methods of installation, one of which included water-based paint but which was not being recommended by staff as it required more frequent application and was less durable. Tim noted staff were proposing the use of thermoplastic for installation as it was more durable and easier to maintain.

Andrew noted that an element of this initiative should include training on the LGBTQ+ community for the business community to learn more, and noted that Collingwood had implemented training opportunities.

Moved by: Tony Poole

Seconded by: Mylisa Henderson

THAT the Economic Development Advisory Committee receive Staff Report FAF.21.207, entitled “Support for Installation of Pride Crosswalk”;

AND THAT the Economic Development Advisory Committee supports the request from The Blue Mountains Chamber of Commerce to install inclusive pride crosswalks at locations to be selected by Council.

AND THAT the Economic Development Advisory Committee requests through Council that staff continue to pursue the project by identifying suitable locations and explore funding partnership and education partnership opportunities with local community organizations.

Yay (8): Deputy Mayor Bordignon, Councillor Hope, Pamela Spence, Sarah Filion, Mylisa Henderson, Andrew Siegwart, Tony Poole, and John Ardiel

Absent (2): Tim Newton, and Krystin Rennie

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

C. Matters for Discussion

C.1 Terms of Reference Review

Deputy Mayor Bordignon provided an overview of the proposed changes to the Committees Terms of Reference with respect to changing the meeting frequency to every other month.

John asked what day of the week the meeting would move to. Deputy Mayor Bordignon noted that staff were working on the schedule. Acting Executive to Committees of Council Kyra Dunlop noted that through member feedback it was identified that Fridays at 10:00 a.m. would be a good meeting date.

C.2 Community Recovery Task Force as an EDAC Sub-Committee/Task Force - Councillor Bordignon

Deputy Mayor Bordignon noted that the Town was one of the first municipalities in Ontario to instate a Community Recovery Task Force to address pandemic issues in the community. Deputy Mayor Bordignon noted that there had been ongoing discussion about rolling the Task Force into the Committee after Quarter 1 2022 and noted that Chief Administrative Officer Shawn Everitt would be bringing a report to Council outlining this matter. Deputy Mayor Bordignon noted that if the Task Force is rolled into the Committee that non-voting

members would continue to be invited to provide feedback and attend Task Force meetings. Deputy Mayor Bordignon noted that if case counts continued to rise in the province that this matter may be revisited.

Deputy Mayor Bordignon left the meeting at 11:35 a.m. , and Vice-Chair Andrew Siegart chaired the meeting from 11:35 to 11:53 a.m.

C.3 Additional Support for Local Businesses - Councillor Hope

Note: This item deferred from the November 8, 2021 meeting

Councillor Hope noted that she had been involved with the business community for a long time and noted that a big issue for business owners was self-care. Councillor Hope noted that local business owners had been through a really tough time during the pandemic and that other municipalities had taken initiatives to help out in different ways. Councillor Hope noted that Meaford had an initiative where Committee members ran a business for a day to give owners a break. Councillor Hope noted that the Committee could consider ways in which they could offer additional support to the business community.

Committee Member Tony Poole noted that it was great that initiatives were being taken to help small business owners and noted that any assistance to small business owners was welcomed. Tony noted that with the continuation of COVID-19 and a push to get more testing done that reduced capacity has had a significant impact on businesses, particularly restaurants. Tony noted that the number of volunteers available to help was small given the risks of exposure, particularly with the older population.

Pamela noted that business owners could offer staff to help with another local business if they needed extra assistance during busier times. Pamela noted that providing a supply of N95 masks would be beneficial to better protect against the OMICRON variant

Andrew noted that because the OMICRON variant was more transmissible that it was likely the workforce would be going into quarantine more frequently. Andrew noted that it would be good to assess over the next few weeks what initiatives would be most helpful to business owners before making a decision. Andrew noted that it would be good for community ambassadors to be on site to remind people of COVID-19 safety precautions.

C.4 Follow-up Direction from Council

Resolution passed at November 1, 2021 Council

THAT with respect to Staff Report FAF.21.182, entitled “Patrick Egan Billboard Sign”, Council direct staff, in coordination with the Economic Development Advisory Committee, to consider site specific exemptions in the review of the Sign By-law by the second quarter of 2022, CARRIED.

Note: This item deferred to the next Committee meeting.

C.5 Roundtable Updates

- The Blue Mountains Agricultural Advisory Committee - John Ardiel
 - John advised that there were potential problems in the retention of specialty crop lands and that there was trouble with the County and Town planners pushing back on an application for agricultural lands and noted that woodland was now more important than specialty crop land. John advised that the planning departments are biased to the environment's natural state rather than agricultural lands.
 - A special Joint Sustainability and Agricultural Advisory Committee meeting will occur in early January 2022.
- The Blue Mountains Village Association
- The Blue Mountains Chamber of Commerce
- Thornbury Business Improvement Area
- Clarksburg Village Association
- Community Communications Advisory Committee
- The Blue Mountains Attainable Housing Corporation
- The Blue Mountains Transportation Committee
- The Blue Mountains Sustainability Advisory Committee
- Small Business Enterprise Centre
- South Georgian Bay Tourism
- Georgian Triangle Development Institute
- The Blue Mountains Economic Development Division
 - Strategic Plan Implementation Update (standing item)
 - Community Profile Update
 - Annual Business Survey
 - Community Beautification Efforts
 - Truth Corner Policy Update
 - Film Attraction Update

Vice-Chair Andrew Siegwart left the meeting at 11:53 a.m.

Acting Executive Assistant to Committees of Council Kyra Dunlop noted that quorum was no longer achieved and the Committee meeting was now disbanded with members to exit the meeting.

D. Correspondence

None

E. New and Unfinished Business

E.1 Additions to Agenda

E.2 Items Identified for Discussion at the Next Meeting

- Gateway Signage Report FAF.21.170 - Manager of Communications and Economic Development Tim Hendry
- Film Attraction Update FAF.21.159 - Tim Hendry
- Additional Support for Local Business Owners Update - Councillor Hope
- Roundtable Updates

F. Notice of Meeting Dates

January 10, 2022

Town Hall, Council Chambers (Virtual)

G. Adjournment

The meeting ended at 11:53 a.m. as quorum was not achieved. No motion to adjourn was voted on.