THE CORPORATION OF THE TOWN OF GEORGINA
IN THE REGIONAL MUNICIPALITY OF YORK

ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

Date: Monday, May 1, 2017
Time: 7:00 pm
Location: The Civic Centre
26557 Civic Centre Road
Committee Room

1. CALL TO ORDER

The Vice-Chair called the meeting to order at 7:07 pm

2. ROLL CALL AND WELCOME

Margaret Quirk, Mayor
Jim Beechey (Vice-Chair)
Dan Fellini, Councillor, Ward 2
Don Ennis
Frank Sebo, Councillor, Ward 4
Kostas Kyriopoulos
Andi Mahony

Karyn Stone, Manager of Economic Development and Tourism
Sean Columbus, Economic Development Officer
Cristina Liu, Administrative Assistant, Economic Development and Tourism

The following Committee members were absent with regrets:
Amanda Stewart
Robin Smith

Others in attendance:

Mike Waddington, Member of the Public

3. COMMUNITY ANNOUNCEMENTS

Karyn Stone informed the Committee that Ian Paul Couldridge had recently passed away. Ian served on the Economic Development Committee several years ago.

4. INTRODUCTION OF ADDENDUM ITEMS

4.1 Economic Development Chair Election

4.2 Economic Development Vice Chair Election

5. APPROVAL OF AGENDA

RESOLUTION NO: EDC-2017-0022

Moved by Dan Fellini, Seconded by Kostas Kyriopoulos

Carried.

6. DECLARATIONS OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

7. ADOPTION OF MINUTES

Minutes of the April 3, 2017 Meeting

RESOLUTION NO: EDC-2017-0023

Moved by Margaret Quirk, Seconded by Dan Fellini

Carried

8. DELEGATIONS/SPEAKERS

9. PRESENTATIONS

10. REPORTS

10.1 Economic Development Work Plan & Progress Report

- The Economic Development and Tourism Division is continuing to work on the Investment Attraction Strategy in partnership with TD Graham and Associates. The consultants will present the draft investment strategy to the EDC on May 29. Tom Graham is working with 6 or 7 business owners to produce a promotional video. Businesses that have been contacted represent a cross section of industries. Telephone interviews with over 20 business owners and stakeholders are being conducted by Eric McSweeney.
- Business Improvement Area maps and brochure are currently being updated and will be printed in June.
- The 2017 Discover Georgina Guide will be printed and delivered by May 15th to the Chamber of Commerce. Copies will be delivered to residents of Georgina with the Georgina Advocate on May 18th.
- Central Counties Tourism has hired a new regional tourism representative, Sandra Quiteria. Sandra will be at the Central Counties Tourism AGM on June 21 if local businesses would like to meet her.
- An updated Community Improvement Program brochure is being finalized and will be posted online as well as delivered to BIAs by Sean Columbus as he conducts his one on one consultations with business owners.
- Sean Columbus has delivered five "Welcome to Georgina" packages since the last EDC meeting on April 3rd to new business owners. This personalized approach is well received by business owners and builds a connection between the Town and local entrepreneurs.
- The Economic Development print newsletter was mailed to commercial businesses on April 26th.
- The e-newsletter is emailed bi-weekly to 300 subscribers with an average open rate of 44 percent (which is above the industry average of 20 percent).
- A Service Agreement between the Town and the Chamber of Commerce has been approved and signed. The Chamber is working with the Economic Development Division on the upcoming Mayor's Lunch and Learn. During this event the Mayor would like to host a workshop on social media for the local business community. Sandra Quiteria from Central Counties will be invited to attend.
- The Division is involved with the upcoming Jackson's Point Waterfront strategy from a tourism stand point. Karyn Stone was on site last week to conduct a site visit with the team of consultant that will be working with staff

and the public to prepare the JP Harbourfront Redevelopment Plan. A number of opportunities to provide input will occur and all information and updated will be posted on georgina.ca.

- The Farmer's market will open on May 14th at the Link. New TOD's signage has been installed on Hwy. 48 to direct residents and visitors to the market.
- The Division received a thank you letter from Debbi Johnson who hosted the National Holstein Convention between April 5th and 8th.
- The Farm Fresh guide will be shipped on May 18th to all participating municipalities and agencies. The stakeholders of the Farm Fresh strategy are attempting to form an official committee to re-establish and promote the farm fresh brand.
- The Connect to Innovate fund application has been submitted. The grant can provide up to 75% of the funding required by the region to enhance dark fiber loops. This will allow service providers to reduce their cost when installing internet in rural areas. York Region expects to know the results of the grant application this summer. Georgina has also contributed 90,000 to leverage funds that may be available through this same application to support upgrades to the Town's broadband infrastructure.
- Street banners have been installed in Keswick, Sutton, Pefferlaw, Jackson's Point and Udora. They have been well received by residents. Several residents have inquired as to whether they can purchase the Canada 150 flags from the Town. The Economic Development Division will look through the banners when they are taken down and if any are in good condition the division will sell them for a nominal fee.
- The tax levy has been approved for each of the 3 BIA's and the surcharge tax bill will be mailed out in June.
- Sean Columbus has been working with the Sutton BIA on the installation of a fountain on the south side of the High St. bridge. Contractors need to provide quotes for installation, maintenance fees etc. and a hydro service must be investigated together with the electricity charges.
- New tourism wayfinding signage has been installed on Highway 48 directing visitors to downtown Sutton and Pefferlaw.
- Sean Columbus and GIS Specialist Josef Jonak will be traveling around Georgina, on Monday May 8, and cataloging the new community signage in order to create a better inventory and determine the location of the new signage that has been approved in the 2017 budget. A contractor has been hire to repaint the community signage that has experienced peeling on the sign posts.
- The owners of the Keswick Business Park lands, John Gallucci and his planning consultant Mathew Cory, will be meeting with Eric McSweeney on Wednesday May 10th to discuss the Investment Attraction Strategy.

10.2 Verbal Update – BIA's – Councillor Dan Fellini & Councillor Frank Sebo

- Dan Fellini informed the Committee that the 2017 budget for the Uptown Keswick BIA has been approved. The BIA members have decided to contract services to plant red and white tulips to celebrate Canada 150 and beautify the area. Music in the Streets will be presenting to Council on May 17th to request a temporary road closure and noise by-law exemption on June 24th.
- Frank Sebo briefed the Committee that the Jackson's Point BIA and Sutton BIA have teamed up to hire Christopher Campbell to help increase their social media reach. The Gem Theatre has reached out to the Sutton and Jackson's Point BIAs with a video ad opportunity. This ad will air before every movie and the members are considering partnering on this commercial. The street

banners have been installed in both area and residents are happy with this beautification effort. The Sutton BIA is working on organizing the Festival on High. The BIA has approached York Region to allow for a road closure on that day. Two new businesses have opened in Jacksons Point: Club Vaporized and Ride the Wind Rentals. Council received the presentation from the Sutton BIA respecting the water fountain and Economic Development has been requested to research the cost of installation and maintenance of the fountain.

10.3 Verbal Update – Chamber of Commerce – Jim Beechey

- The Georgina Home Show is almost sold out and will offer seminars, fashion shows, kid friendly activities and will be taped on Rogers TV. Visitors have a chance to win a $500 Canadian Tire gift card.
- The Chamber has been approved for two summer students. They will be helping with marketing, social media and tourism.
- The Mobile kiosk project is still under way. The Chamber is exploring the insurance, licenses, and potential vehicles/trailers from which to offer this mobile service.
- The tourism website discovergeorgina.ca and discovergeorgina.com is currently under construction.
- Discover Georgina app is up and running. Chamber members will be able to upload their information and services. The app will officially launch at the Georgina Home Show. A Deputation will be made to Council about the app and other Chamber updates shortly.
- Fourteen businesses have recently joined the Chamber of Commerce and membership is gradually increasing.
- There is no firm date for moving into the new Chamber space at the Link.

10.4 Verbal Updates – Economic Development and Tourism Division

- At the EDC meeting on April 3, Andi Mahony provided information on incentives used in Newmarket to promote their businesses parks. Karyn Stone reached out to Economic Development Officers in York Region to get more details on incentive programs. Newmarket has a budget of $120,000 for their Community Improvement Program available to the Main Street BIA. Newmarket has recently provided an incentive for an affordable housing project on Davis Dr. and although they have no formal program they may consider incentives for employment generating developments.
- TD Graham and Associates are conducting further research in regards to the affordability and potential return on investment that an incentive program could provide Georgina.
- The Jackson's Point Ramada is still working on meeting fire safety and occupancy requirements. Staff is being trained on point of sale systems and customer service etiquette. The Ramada informed Town staff that they have 16 weddings booked this summer.

RESOLUTION NO: EDC-2017-0024

That the verbal updates be received.

Moved by Margaret Quirk, Seconded by Kostas Kyriopoulos

Carried.

11. DISPOSITIONS/PROCLAMATIONS, GENERAL INFORMATION ITEMS

11.1 General Information Items

11.2 Disposition Items

- Community Improvement Application
  Façade Improvement
  942 Lake Drive East, Jackson's Point
  Pepperwood Design
  Alicia Dubrawski

  RESOLUTION NO. EDC-2015-0025

  Moved by Frank Sebo, Seconded by Kostas Kyriopoulos,

  That the Economic Development Committee approve a community improvement plan grant up to the amount of $3520.50 to cover the cost of the façade improvements outlined in the grant application and submitted by Alicia Dubrawski, owner of Pepperwood Design in Jackson's Point subject to the following:

  1. That any permits required to facilitate the proposed improvements be obtained.

  Carried.

- Community Improvement Application
  Accessibility Improvement
  942 Lake Drive East, Jackson's Point
  Pepperwood Design
  Alicia Dubrawski

  RESOLUTION NO. EDC-2015-0026

  Moved by Margaret Quirk, Seconded by Don Ennis

  That the Economic Development Committee defer the community improvement plan accessibility grant submitted by Alicia Dubrawski, owner of Pepperwood Design in Jackson's Point. Alicia is advised to speak to the Accessibility Committee as well as building division in regards to the installation of automated doors.

  Carried.

12. MOTIONS/NOTICES OF MOTION

13. OTHER BUSINESS

13.1 Election of Chair.

Jim Beechey, acting Chair, opened the floor for nominations for the election of Chair for the Economic Development Committee for the year 2017.

Moved by Kostas Kyriopoulos, Seconded by Dan Fellini

RESOLUTION NO. EDC-2017-0027

That the Economic Development Committee (EDC) move to nominate the following member as chair of the EDC.

JIM BEECHEY

Carried

13.2 Election of Vice Chair

Jim Beechey, acting Chair, opened the floor for nominations for the election of Vice Chair for the Economic Development Committee for the year 2017.

Moved by Kostas Kyriopoulos, Seconded by Frank Sebo

RESOLUTION NO. EDC-2017-0028

That the Economic Development Committee (EDC) move to nominate the following member as vice chair of the EDC.

ANDI MAHONY

Carried

13.3 Kostas Kyriopoulos informed the Committee that Kat's Gallery hosted a customer appreciation day on Saturday April 29. The new owner of the building is planning to open a massage therapy clinic. Kat's will still be open for framing service until the end of May. Kat's Gallery has been in business for 28 years and the EDC wishes her luck in her future endeavours.

14. CLOSED SESSION, IF REQUIRED

15. MOTION TO ADJOURN

RESOLUTION NO. EDC-2017-0029

Moved by Don Ennis

That the meeting be adjourned at 8:39 p.m.

Carried.