



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

ECONOMIC DEVELOPMENT COMMITTEE

MINUTES

Date: Monday, November 6, 2017

Time: 7:00 pm

Location: The Civic Centre
26557 Civic Centre Rd, Keswick
Committee Room

1. CALL TO ORDER

The Chair called the meeting to order at 7:02 pm

2. ROLL CALL AND WELCOME

Margaret Quirk, Mayor

Jim Beechey (Chair)

Dan Fellini, Councillor, Ward 2

Matthew Brady

Robin Smith

Frank Sebo, Councillor, Ward 4

Kostas Kyriopoulos

Andi Mahony (Vice-Chair)

Don Ennis

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

3. COMMUNITY ANNOUNCEMENTS

3.1 Frank Sebo announced that the Town is seeking public input for the 2018 budget. You can complete a survey online or at one of many Town facilities.

3.2 Karyn Stone announced that South Lake Community Futures is hosting a retirement party for their General Manager, Peter Budreo, on Friday November 10th at the Ice Palace.

4. INTRODUCTION OF ADDENDUM ITEMS

5. APPROVAL OF AGENDA

RESOLUTION NO: EDC-2017-0070

Moved by Margaret Quirk, Seconded by Mathew Brady.

Carried.

6. DECLARATIONS OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

7. ADOPTION OF MINUTES

7.1 Minutes of the October 2, 2017 Meeting

RESOLUTION NO: EDC-2017-0071

Moved by Dan Fellini, Seconded by Frank Sebo.

Carried.

8. DELEGATIONS/SPEAKERS

9. PRESENTATIONS

9.1 Greenbelt Plan Policy Overview – Alan Drozd – Supervisor of Development Planning

Alan Drozd presented updates made to the Greenbelt plan in 2017 and how they affect Georgina's economic development within the rural areas of our community. Most areas in Georgina are classified as being within the Protected Countryside of the Greenbelt Plan. Land uses permitted within areas of the Protected Countryside include tourism activities, outdoor storage, forestry, home industry, recreation, bed and breakfast etc.

The Committee discussed various parts of the PowerPoint presentation, mapping and designations to get a better understanding of how the Greenbelt and its policies affect Georgina.

RESOLUTION NO: EDC-2017-0072

That the presentation be received.

Moved by Dan Fellini, Seconded by Mathew Brady.

Carried.

10. REPORTS

10.1 Economic Development Work Plan & Progress Report

10.1.1 Work Plan Update and 2018 Program

- Karyn Stone met with Hugh McKeown on October 27 to continue discussions regarding potential sites for the Canadian International School from Vietnam.
- Amazon has received two site submissions from York Region which are shovel ready. The locations are in Markham and Vaughan. Amazon is in the process of reviewing all submissions received.
- York Region has been named Smart21 by the Intelligent Community Forum. York Region has been selected as one of the top 21 Smart communities from 400 submissions this year. In February 2018 the finalist will be named from the Smart21 nominees.
- The Division is working with Central Counties on a 2018 winter marketing campaign. A winter activities guide will be printed in January 2018 and distributed through the Globe and Mail as well as other marketing channels used by Central Counties Tourism.
- The Division will participate in a two day Ice Fishing Trade Show in Barrie on December 16 & 17. Town Marketing materials will be distributed alongside BIA brochures, ice hut operator information, accommodation ads and other winter activities.
- The "Welcome to Georgina" program is progressing well with over 35 new business visits this year. Karyn Stone is working on a new policy

that will help coordinate The Mayor's office, The Chamber of Commerce and Economic Development to inform each other of new business openings.

- The Economic Development e-newsletter now has 404 subscribers as of November 6, 2017. The open rate is 45% on average which is above the industry average of 23%.
- The print newsletter has been distributed to local businesses and additional copies will be delivered to information hubs and town facilities.
- The Link is being used as a centralized location for all of our training sessions, workshops and business events. Over 200 people have received business training in 2017 through events hosted/supported by the Economic Development Division.
- Robin McDougall will be presenting a report to Council on the Jacksons Point Harbourfront redevelopment at the end of November. The report will outline some questions including; is the Town able to incorporate a launch ramp on their existing property. Margaret Quirk mentioned that MSR Holdings recently displayed a concept drawing on their website that outlined a multi-level condominium building on what appeared to be Bonnie Park property. This rendering was not approved through Council and was misleading to the public. Margaret Quirk spoke with Sunny Matharoo about this matter and the drawing was removed immediately upon receiving a call from the Town.
- Economic Development is working with York Region on the 2018 Pumpkin Pie and Fresh Farms maps. Hamilton Farms has noted that they have received a lot of new business due to the guide. Georgina has one new farm selling produce to the public (Hutchins Farm located on Morning Glory Road).
- Sean Columbus updated the committee on the York Region Agri-Food Strategy which was created by York Region staff and over 150 stake holders. York Region is hosting an Agriculture forum on November 27 and is open to all food production and farming stakeholders.
- The Georgina Farmers Market had their last event on October 29th and wrapped up the season with a pot luck held for the vendors. The organizers thanked the vendors for this season. The Chamber will prepare some infographics that will showcase data that was collected by summer volunteers at the market.
- A report on the Keswick Business Park will be presented to Council in the near future. Discussions have taken place with senior staff to discuss the draft plan conditions and concerns from the landowner with respect to the difficulties and costs of proceeding with development.
- The Division is looking into ensuring that our wayfinding signage is mapped and part of a regular maintenance program. ED staff have also met with the Town's Operations and Infrastructure and Purchasing staff to discuss street banner maintenance on Woodbine Avenue in 2018. Metal street banners are also being explored to reduce maintenance efforts in 2018.
- Sean Columbus and Cristina Liu attended a Reverse Trade Show in Oakville and interacted with over 100 businesses. Georgina was just one of the municipalities in attendance at this trade show and this was an opportunity to launch our new promo materials.

10.1.2 LSRCA –Distribution of Grant Program Materials

Information on the various grant programs offered by the Lake Simcoe Regional Conservation Authority was distributed to Committee members.

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

- Dan Fellini mentioned that The Uptown Keswick BIA hosted its annual Trick or Treat event which many local stores participating. Approximately 100 kids were present that evening. The Paranormal Society hosted a haunted walk through the area with 18 participants. The next big event is the Tree lighting happening in December. The BIA is still in discussion about the installation of CCTV cameras and are getting quotes. Margaret Quirk mentioned that a representative from York Region Housing would like to sit on the BIA and provide input at meetings.
- Frank Sebo advised that both Sutton and Jackson’s Point BIA’s have completed their walkabouts with Town staff and this information has been distributed to relevant Town and Regional staff. Sutton BIA has requested a street closure for their Festival on High in 2018. Sutton is not organizing a Tree lighting this year but Jackson’s Point will participate in a tree and menorah lighting ceremony. The Sutton Santa Clause parade will not be travelling up Dalton Rd this year due to construction and will end at Black River Rd.

10.3 Verbal Update – Chamber of Commerce – Jim Beechey

- Jim Beechey mentioned that the Business Excellence Awards and Mayor and Council Milestone Awards were well attended. The Chamber met with representatives from the Town of Georgina in regards to their space at The Link and some issues have been resolved and Jim is optimistic that the Chamber will move into their space soon.
- The Chamber has completed their 2018 budget request and has submitted it to the Town for review.
- The Chamber AGM will be hosted in January 2018. Christmas Breaknet will be hosted at The Salvation Army at 7:30 am.
- Frank Sebo mentioned that Sandra Quiteria from Central Counties met with the Tourism Committee to discuss hosting a “Tourism Now” workshop early next year.

RESOLUTION NO: EDC-2017-0074

That the verbal updates be received.

Moved by Robin Smith, Seconded by Matthew Brady.

Carried.

11. DISPOSITIONS/PROCLAMATIONS, GENERAL INFORMATION ITEMS

11.1 General Information Items

11.2 Disposition Items

- 11.2.1 Community Improvement Application
Façade Improvement
115A High St, Sutton
Josephine Gamble (Josephine’s Hair Studio)

RESOLUTION NO. EDC-2017-0075

Moved by Dan Fellini, Seconded by Matthew Brady

That the grant application will be deferred until more information and clarity can be provided by the applicant in regards to quotes acquired from contractors.

Carried

- 11.2.2 Community Improvement Application
Accessibility Improvement
115A High St, Sutton
Josephine Gamble (Josephine's Hair Studio)

RESOLUTION NO. EDC-2017-0076

Moved by Dan Fellini, Seconded by Matthew Brady

That the grant application will be deferred until more information and clarity can be provided by the applicant in regards to quotes acquired from contractors.

Carried

- 11.2.3 Community Betterment Application
Lake Simcoe Championship Ice Fishing Derby
February 18, 2018
Applicant: Elizabeth Johnston

RESOLUTION NO. EDC-2017-0077

Moved by Dan Fellini, Seconded by Robin Smith,

That the Georgina Economic Development Committee provide a grant in the amount of \$4000 to the Lake Simcoe Championship Ice Fishing Derby.

That the organization be requested to recognize the Town of Georgina as a sponsor of the event by having the words "Sponsored by the Town of Georgina" on all pieces of marketing materials including posters, banners and websites in a prominent location, although EDC recognizes that most if not all marketing materials have been produced and disseminated.

That the Georgina Economic Development Committee allocate \$1,000.00 to a Central Counties partnership program to advertise the event and ice fishing in Georgina.

That the organization be provided with a copy of the guidelines for the use of the Town watermark and be required to comply with these guidelines.

That the organization provide the Economic Development and Tourism office with a financial statement, the numbers of attendees and their place of residence (postal codes) within 90 days of the event.

That the organization be provided with tourism material from the Economic Development and Tourism office that can then be distributed to participants of the event.

Carried.

- 11.2.4 Community Betterment Application
Pefferlaw Family Picnic and Lions Car Show
August 6, 2018
Applicant: Jim Keenan

RESOLUTION NO. EDC-2017-0078

Moved by Frank Sebo, Seconded by Margaret Quirk,

That the Georgina Economic Development Committee provide a grant in the amount of \$3,800 to the 2018 Pefferlaw Picnic.

That the organization be requested to recognize the Town of Georgina as a sponsor of the event by having the words “Sponsored by the Town of Georgina” on all pieces of marketing materials including posters, banners and websites in a prominent location, although EDC recognizes that most if not all marketing materials have been produced and disseminated.

That the organization be provided with a copy of the guidelines for the use of the Town watermark and be required to comply with these guidelines.

That the organization provide the Economic Development and Tourism office with a financial statement, the numbers of attendees and their place of residence (postal codes) within 90 days of the event.

That the organization be provided with tourism material from the Economic Development and Tourism office that can then be distributed to participants of the event.

Carried.

12. MOTIONS/NOTICES OF MOTION
13. OTHER BUSINESS
14. CLOSED SESSION, IF REQUIRED
15. MOTION TO ADJOURN

RESOLUTION NO. EDC-2017-0079

Moved by Dan Fellini.

That the meeting be adjourned at 9:15 p.m.

Carried.