



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

### ECONOMIC DEVELOPMENT COMMITTEE(EDC)

#### MINUTES

Date: Monday April 1, 2019

Time: 7:00 pm

Location: 26557 Civic Centre Rd, Keswick  
Committee Room

#### 1. CALL TO ORDER

The Chair called the meeting to order at 7:04 pm

#### 2. ROLL CALL AND WELCOME

Margaret Quirk, Mayor  
Andi Mahony (Chair)  
Matthew Brady (Vice Chair)  
Frank Sebo, Councillor, Ward 4

Jim Beechey  
Kostas Kyriopoulos  
Elsa Mateus

Karyn Stone, Manager of Economic Development and Tourism  
Sean Columbus, Economic Development Officer  
Katrina Ellis, Marketing & Promotions Coordinator  
Jamie-Lee Warner, Administrative Assistant, Economic Development and Tourism

The following Committee members were absent with regrets:

Dan Fellini, Councillor, Ward 2  
Robin Smith  
Heidi Wong

#### 3. COMMUNITY ANNOUNCEMENTS

Margaret Quirk updated the Committee on the screening of the WW1 documentary, "They Shall Not Grow Old" hosted at the Gem Theatre on March 30 and 31. There was excellent attendance for both showings. In association with BBC, the film was originally released on Armistice Day centennial. It is narrated by WW1 veterans interviewed in the 1960s by BBC. The colourization and enhancement of the film was extremely well done. The Gem Theatre owner, R.J. Gorman, showed the film as a fundraiser for the Royal Canadian Legion and the Georgina Military Museum. The funds will be used for the cenotaph in Sutton. Because of the successful turnout, they may organize another showing of the film.

Karyn Stone indicated that the Committee must elect a new Chair and Vice Chair for this term of office.

Kostas Kyriopoulos made the motion to nominate Andi Mahony as Chair and Matthew Brady as Vice Chair. Matthew Brady made the motion to nominate Jim

Beechey as Chair. Jim Beechy made the announcement that he would like to step down as Chair in order for Andi Mahony to be Chair with Jim's support.

**RESOLUTION NO: EDC-2019-0016**

That Community Announcements be received and that the Chair and Vice Chair be voted in as Andi Mahony and Matthew Brady, respectively.

Moved by Kostas Kyriopoulos, Seconded by Frank Sebo.

**Carried.**

4. INTRODUCTION OF ADDENDUM ITEMS

10.5 Verbal Update – South Lake Futures – Elsa Mateus

11.1.2 Business Visitation Program

5. APPROVAL OF AGENDA

**RESOLUTION NO: EDC-2019-0017**

Moved by Jim Beechey, Seconded by Andi Mahony.

**Carried.**

6. DECLARATIONS OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

None.

7. ADOPTION OF MINUTES

7.1 Minutes of the February 11, 2019 Meeting

**RESOLUTION NO: EDC-2019-0018**

Moved by Margaret Quirk, Seconded by Kostas Kyriopoulos.

**Carried.**

8. DELEGATIONS/SPEAKERS

None.

9. PRESENTATIONS

9.1 Review of Procedural By-law, Code of Conduct, Municipal Conflict of Interest Act, Violence Free/ Respectful/ Harassment Free Workplace Policies (Jamie-Lee Warner)

Jamie-Lee Warner reviewed the contents of the resource binder with the Committee. Pertaining to the Municipal Conflict of Interest Act, Mayor Margaret Quirk outlined that it is up to the individual to determine whether or not they have a conflict of interest. The Clerks Dept. will provide further information if required and if you feel that you might have a conflict of interest, you can contact the Clerk's Office. The Integrity Commission can be consulted to make a final determination, and if the Integrity Commissioner has

determined that you do not have a conflict of interest, this decision will assist in the event that a complaint arises. Margaret Quirk also pointed out that there are exceptions to conflicts of interest such as an interest in common, which would not need to be declared.

**RESOLUTION NO: EDC-2019-0019**

That the Georgina Economic Development Committee receive the member's resource binder and the Code of Conduct summary.

Moved by Margaret Quirk, Seconded by Frank Sebo.  
**Carried.**

**10. REPORTS**

**10.1 Economic Development Updates – ED Staff**

- Karyn Stone updated the Committee on the new staff hired in the Economic Development and Tourism Office. Cristina Lui's last day of work was Friday, February 15, 2019 and she delivered her baby boy in March. Jamie-Lee Warner and Kat Ellis have joined the team.
- Karyn Stone informed the Committee that Kat Ellis will be working on our social media strategy to generate awareness of Georgina's business community and opportunities to potential investors.
- Karyn Stone updated the Committee that the Street Banner program is underway. Staff are working on designing street banners for the four downtown BIAs and for Woodbine Avenue in Keswick. ED staff are also working with Communications on the banners for the front of the Link.
- Karyn Stone provided an update on the York Region Police Marine Unit. Their permit was issued last Friday, March 29, 2019 and construction started today with the goal to occupy in late fall 2019. A sign has been posted with a photo of the new building and contact information. Residents have been advised that the permit has been issued.
- Karyn Stone informed the Committee that Sterling Tire has received site plan approval for their proposed development at Boyers Road and Woodbine Avenue, and are in the process of finalizing details required for the issuance of a Building Permit.
- Karyn Stone updated the Committee that Weller's Tree Service is in the second submission process of the site plan approval stage to permit development of their new site at the corner of McCowan Road and Baldwin Road.
- Karyn Stone informed the Committee that Powell Construction has submitted a site plan application to develop their site on Park Road just south of Hwy. 48 in Sutton. This will be a testing site for their concrete jersey barriers.
- Karyn Stone mentioned that these new building projects represent a significant investment within Georgina. Once building permits are issued we will be able to celebrate these success stories and share with the community.
- Karyn Stone informed the Committee that the 2018 Economic Development and Tourism Annual Review will be published this spring. ED and Chamber Staff have just completed final edits to the 2019 and it has gone to print.

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

- Frank Sebo informed the Committee that the recently appointed Board for the Jackson's Point BIA Board will meet on April 11, 2019. Sutton BIA Board meeting will be held on May 14, 2019. Both BIA Boards are looking for business owners to become more involved and become board members. One member left when his tattoo parlour, Forbidden Ink, recently moved from Jackson's Point to Sutton. Peter Doern, Secretary of Sutton BIA resigned two weeks ago.
- Frank Sebo mentioned that there are now two tattoo parlours located in Sutton – Fat Cat Tattoo and most recently, Forbidden Ink. Forbidden Ink was inquiring if there was a policy that limits the number of tattoo parlours on the same street. Frank Sebo confirmed there is no such policy.
- Frank Sebo informed the Committee that an upholstery shop is intending to move into the former Blue Bridge Bakery.
- Frank Sebo also mentioned that there will be an ice cream parlour opening on High Street this summer. Moolicious will re-open and share space at the Endless Wave Board at the bridge.
- Kostas Kyriopoulos inquired about the new location of River Glen Haven Nursing Home on Dalton Road in Sutton. Margaret Quirk informed the Committee that they are still waiting on final zoning approval and that a report on the project will be prepared to request Council's final approval. It has not yet been determined what will be done with their original location on High Street.
- Margaret Quirk confirmed that Habitat for Humanity will be starting work on a six-unit condo development next to the Spectacle Shoppe on Dalton Road in Sutton. They will be looking for volunteers to assist with the construction.
- Karyn Stone informed the Committee that the Cedar Ridge subdivision in Sutton behind the fairgrounds has commenced with the construction of the water and sewer infrastructure. Underground infrastructure improvements will be required at the bridge on High Street in front of the pumping station. Engineering Staff have been advised that the Festival on High will be held on July 20, 2019. Engineering Staff is aware of this date and that the road closure should be limited to limit the impact on the ability to access the downtown shopping area. Matthew Brady pointed out that this may also disrupt River St., Market St. and North Street.
- Karyn Stone mentioned that resurfacing of The Queensway is the Uptown Keswick Business area will commence this summer. Staff member Bob Fortier from Operations will be working with Sean Columbus to erect signage that indicates "open for business" at the major entry points to the area.
- Margaret Quirk informed the Committee that she had a discussion with Lakeview Village and they are still considering moving ahead with the construction of the condominium site at Grew Blvd. and Lake Drive East in Jackson's Point. Staff have requested that the owner grade and seed the site.
- Matthew Brady inquired if there are plans to have a gym at the Multi-Use Recreation Complex (MURC). Margaret Quirk confirmed there will be a gymnasium but not a fitness centre, unless we partner with a third party. Matthew Brady inquired about the partnership East Gwillimbury has made

with the YMCA in regards to their future Health & Active Living Plaza. Margaret Quirk confirmed that the YMCA will be operating a child care centre at the new facility in East Gwillimbury. The YMCA made a presentation to Council and were interested in our facility, however they have not undertaken the research required to confirm that their business model will work in Georgina.

#### 10.3 Verbal Update – Chamber of Commerce – Jim Beechey

- The Chamber is working closely with the Town on the Discover Georgina Guide which will be distributed before the May long weekend. Four summer students will be hired and two will be dedicated entirely to tourism projects. The Young Entrepreneurial Committee for entrepreneurs under the age of 30 is working out well and has many members. The Chamber is introducing an Ambassador program in which a novice chamber member will partner with a new member to work with them for a year and provide them with an understanding of the community.

#### 10.4 Verbal Update – Tourism Committee – Jim Beechey

- The Tourism Committee is working with Central Counties Tourism on an updated 3 year Tourism Plan for Georgina. Their first workshop was held on February 6, 2019 with 17 stakeholders attending. The input was reviewed by Central Counties, and the stakeholders will meet this Thursday, April 4, 2019 to deliberate next steps.
- The Tourism Committee attended the Central Counties Tourism Symposium on March 4 and gathered some great information.
- The Tourism Committee has a few projects that will be presented to Council this May. One project is to open the Tourism Booth on Highway 48 and establish another semi-permanent tourism site located at De La Salle Park. They would also like to establish remote standalone tourism booths throughout the community and are working on a proposal to Central Counties for funding.
- The Tourism Committee is working on the Discover Georgina website, which will be linked to the Georgina Chamber of Commerce as well as a standalone site.
- Some of the Tourism Committee's initiatives are contingent on securing the funding that is necessary to hire summer students.
- The Tourism Committee has budgeted for a year-round marketing position and decided to share this position between two former summer students.
- The Discover Georgina show will be held on May 4 and 5. We will have a town booth set up.

#### 10.5 Verbal Update – South Lake Futures – Elsa Mateus

- South Lake Community Futures operates under the Federal Economic Development Agency for Southern Ontario (Fed.Dev. Ontario).
- Funding is received through the Business Development stream with the goal to promote growth of new and existing businesses in rural Ontario communities. They currently serve Brock, Georgina and East Gwillimbury.
- In 2014 South Lake Futures received a 5 year contract to run their Eastern Ontario Development Program. Now that this contract is ending, South

Lake Futures were granted the Royal Renaissance and will receive \$656,000 which will roll out at the end of April. The program provides non-repayable contributions of up to 50% of eligible costs to fund economic development projects.

- South Lake Futures also provides business development advice and business loans. Loans are available for new and existing businesses from a minimum of \$1,000 and up to a maximum of \$250,000.

#### **RESOLUTION NO: EDC-2019-0020**

That the verbal updates from the Economic Development and Tourism Division, BIA's, Chamber Tourism Committee and South Lake Futures be received.

Moved by Kostas Kyriopoulos, Seconded by Frank Sebo.  
**Carried.**

### 11. DISPOSITIONS/PROCLAMATIONS, GENERAL INFORMATION ITEMS

#### 11.1 General Information Items

##### 11.1.2 Business Visitation Program – Karyn Stone

- Karyn Stone presented the Georgina results from the 2018 Employment Survey. This survey was conducted in York Region from May 2018 – August 2018 by summer students.
- Summer students surveyed York Region store fronts and gathered data for an online business directory.
- The data includes, the number of employee, location of head office, business sector and provides valuable information on business trends.
- Georgina had a 4% employment growth this past year, which was above average compared to the other surveyed municipalities.
- This survey does not capture home or farm businesses.
- In 2009, we conducted a business retention and expansion report that was funded through South Lake Community Futures and Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA). Approximately 100 surveys were done across Georgina and we gained information through the data collected about the challenges businesses face in terms of growth. We will commence with a similar survey focussing on the rural based business in Q2. Potential questions will include issues surrounding connectivity and shortage of skilled tradesmen.
- We are observing businesses moving and expanding further north (i.e. Farm Boys Landscape & Garden Supplies moving from Markham to south of Baldwin). This trend could be a niche for Georgina, so it is important that where possible we have policies that enable them to grow.

#### **RESOLUTION NO: EDC-2019-0021**

That the information on the Business Visitation program be received.

Moved by Margaret Quirk, Seconded by Matthew Brady.  
**Carried.**

## 11.2 Disposition Items

- 11.2.1 Economic Development Grant Application  
Catch a Dream! Kids Fishing Derby  
Sunday, July 9, 2019  
Applicant: David Chong

### **RESOLUTION NO. EDC-2019-0022**

That the Georgina Economic Development Committee provide a grant in the amount of \$2,000 to Catch a Dream! Kids 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.

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 participants and their place of residence (postal codes) and answer a follow up questionnaire 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.

That the organization have the words "Sponsored by the Town of Georgina" printed on all event t-shirts.

That the organization provide the Economic Development and Tourism office with quotes on all products purchased for the event over \$500.00 and for which funding will cover prior to receiving the grant.

Moved by Kostas Kyriopoulos, Seconded by Frank Sebo.  
**Carried**

## 12. MOTIONS/NOTICES OF MOTION

## 13. OTHER BUSINESS

- 13.1 Community Bus – Jim Beechey

A grant was provided to the Town of Georgina for the purchase and operation of a community bus. Funding will extend over a period of 5 years. Routes will be the primary operator of the bus and will contract it out to GTTI. The Georgina Chamber of Commerce will use it for special events in order to encourage visitors to frequent our shopping areas and charter services. Some of the ride programs will be free of charge and others will have a fee. The bus can accommodate twenty people and is wheelchair accessible. A process is underway to name the bus.

- 13.2 Frank Sebo informed the Committee that he attended a workshop hosted by Boating Ontario which was very informative. Boating Ontario is working on a waterfront tourism summit for 2020, which will be held at the Toronto Boat Show.
- 13.3 Sobeys head office have chosen not to renew the agreement with the current operators. Staff have been advised that the plan for the store will not be announced until June 1.
- 13.4 Andi Mahoney encouraged the Committee to visit Ontario.ca to provide feedback regarding the review of opportunities for amalgamation of services and local government.

14. CLOSED SESSION, IF REQUIRED

15. MOTION TO ADJOURN

**RESOLUTION NO: EDC-2019-0023**

Moved by Andi Mahony, Seconded by Matthew Brady.  
That the meeting be adjourned at 8:32 p.m.

**Carried.**