



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

ECONOMIC DEVELOPMENT COMMITTEE (EDC)

MINUTES

Date: Monday June 3, 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 6:59 pm.

2. ROLL CALL AND WELCOME

Margaret Quirk, Mayor
Andi Mahony (Chair)
Frank Sebo, Councillor, Ward 4
Dan Fellini, Councillor, Ward 2

Jim Beechey
Robin Smith
Kostas Kyriopoulos
Heidi Wong

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

The following Committee members were absent with regrets:

Matthew Brady (Vice Chair)
Elsa Mateus

3. COMMUNITY ANNOUNCEMENTS *None.*

4. INTRODUCTION OF ADDENDUM ITEM(S) *None.*

5. APPROVAL OF AGENDA

RESOLUTION NO: EDC-2019-0032

Moved by Dan Fellini, Seconded by Andi Mahony.

Carried.

6. DECLARATIONS OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

None.

7. ADOPTION OF MINUTES

7.1 Minutes of the May 6, 2019 Meeting

RESOLUTION NO: EDC-2019-0033

Moved by Heidi Wong, Seconded by Robin Smith.

Carried.

8. DELEGATIONS/SPEAKERS *None.*

9. PRESENTATIONS *None.*

10. REPORTS

10.1 Economic Development Updates – ED Staff

- Sean Columbus updated the Committee that the Jackson's Point Parkette sign and the Jackson's Point Harbour sign will be installed within the week.
- Sean Columbus provided the Committee with a mock-up of the De La Salle triple panel sign, which includes a municipal map in the centre, a brochure rack along the bottom for BIA and tourism material, upcoming events will be displayed on the right side panel and an advertisement of the Georgina Chamber of Commerce app on the left side panel.
- Karyn Stone explained that the mock-up will be sent to the Georgina Chamber of Commerce for review and for them to ensure their app is live and functional.
- Sean Columbus mentioned that Uptown Keswick will be getting the same style sign as the Jackson's Point Parkette sign and may be installed in for the former Keswick cenotaph locations once landscape enhancements are complete.
- Andi Mahony asked if there were concerns with the municipal tourism map not being accurate. Sean Columbus explained that the current map is a tourism caricature map. Margaret Quirk said she would like to see it re-designed. Karyn Stone noted that a road map could be used instead. Andi Mahony asked if the map can easily be changed once installed and Sean Columbus confirmed it can be updated and reprinted whenever necessary. Frank Sebo noted that the map has no indication of a marina in Jackson's Point. Staff will review.
- Sean Columbus informed the Committee that new tab signs have been ordered as our old signs were getting worn out. These signs will be installed on road signs on Woodbine, Baseline, Highway 48 and other roads throughout the municipality.
- Sean Columbus noted that he has been working with the BIAs on updating the information in the BIA brochures and they are now in production. One thousand copies of each will be printed and available within the week. There is a standard design for all three brochures. Dan Fellini asked if this was a yearly production and Sean Columbus confirmed that it was.
- Jamie-Lee Warner explained to the Committee that the Economic Development office intends to collect data from festival and event visitors this summer and outlined details on the data received from the Discover Georgina Show Survey. Karyn Stone mentioned that the Town currently does not have sufficient tracking tools, however, an RFP for a Customer Relationship Management (CRM) system has gone out which can significantly improve tracking. This project will be a gap analysis and provide CRM options for both Economic Development and Customer

Service. Heidi Wong asked how we entice visitors to do the survey and mentioned that the City of Vaughan had parents do a survey while they waited for their children to have their face painted. Frank Sebo asked about the installation of Soofa benches. Karyn Stone explained that there are privacy issues with the data collection and our Director of Recreation is investigation further and will provide an update.

- Karyn Stone informed the Committee that the Economic Development & Tourism Office staff met with the Georgina Chamber of Commerce to discuss summer outreach. The Economic Development & Tourism Office will focus on engaging with the business community and investment opportunities along with providing support for the event organizers. The Georgina Chamber of Commerce will focus on providing tourism information at their ambassador stations, pop up booths and information centres.
- Karyn Stone mentioned Economic Development & Tourism will also have a booth at the Community Open House that the Town will be hosting on Thursday, June 6. This event will provide an opportunity for the public to visit during extended hours in order to access Customer Service, the Clerks Department and the Building Department for permits. Visitors can meet members of Council and the CAO and learn about the Multi-use Recreation Complex (MURC), New Civic Centre, Pefferlaw Fire Hall, Sutton Community Park, The Link Phase 2 and 3 and the West Park Development. The Optimist Club will be serving free hot dogs.
- Karyn Stone told the Committee that her and Sean Columbus visited YSpace to meet with Dr. Rui Wang, the Deputy Provost Markham at York University. Dr. Wang explained that provincial funding has been eliminated for a university campus in Markham, however, York University is undertaking research to proceed with modified model to deliver educational programs. Dr. Wang asked about opportunities and needs of Georgina and exploring opportunities with all municipalities within York Region.
- Sean Columbus shared with the Committee that he and Karyn Stone attended the 2019 Collision Conference during the week of May 20th-24th at the Enercare Centre in support of York Region who had a booth showcasing tech-related businesses within some of their municipalities. The conference showcased software development, application programs and a variety of tech-based speakers and workshops. Approximately 120 countries were represented.
- Katrina Ellis provided the Committee with a social media update. Since launching on May 13th, we have acquired 77 followers, Facebook posts have reached 9.5k people, there have been 875 post engagements (likes, shares, comments) and the Field to Table event has reached 4.5k people organically from engagement. We will be posting information from our partners, stakeholders and other relevant sources, as well as good news stories, investment opportunities, grants and rebate program awareness. Our next steps are to build our following, update landing pages to increase conversion and conduct quarterly analytic reviews.
- Karyn Stone informed the Committee that last Wednesday, May 29th, Council endorsed an updated 2018-22 Corporate Strategic Plan. This update was facilitated by the Head of Corporate Service Delivery Excellence with input from all Departments. The updated Strategic Plan still contains four similar priority areas and a number of action items.

These action items will roll out in the next couple of years and the Strategic Plan will take us to the end of the Council term.

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

- Dan Fellini informed the Committee that the Uptown Keswick BIA is preparing for the Harvest Festival. The Chair, Robyn Gibson and Dan Fellini are seeking out vendors and sponsors for the event.
- Frank Sebo shared that Jackson’s Point BIA met last week and discussed their concerns with loosing Board members as some businesses have left Jackson’s Point. However, a previous Board member has recently joined the Board along with some new business operators. The BIA are preparing for their upcoming annual events (i.e. Painted Perch and Festival on High).
- Frank Sebo informed the Committee that a new coffee shop (Weeping Willow Coffee Co.) is opening in Jackson’s Point at Metro and Dalton Rd. Their grand opening is scheduled for June 21st at 2:00 pm.
- Frank Sebo mentioned that there are a few new businesses opening up on High Street in Sutton which include a tattoo parlour, vape shop, dog grooming, healing crystals and wellness and an electronic shop.
- Frank Sebo noted that the Sutton fountain will be installed this week.
- Frank Sebo informed the Committee that there are two new Sutton BIA Board members – Christine McNeil from Two Prim Peas and Jackie McEachern from Royal LePage.
- Frank Sebo mentioned that the Sutton BIA had some concern with the location of the flower planters, however the Town addressed their concern.
- Frank Sebo informed the Committee that the BIAs were frustrated that festival and event vendors will have to provide insurance. Karyn Stone noted that vendors need a minimum \$2-5 million in insurance. If the festival/event is taking place on a town road, insurance can be obtained from the Town, but there would still be a fee involved. This must be a comprehensive request from the BIA to obtain insurance on behalf of vendors. The organization and work involved merits a BIA Coordinator. Randi-Lynn, the Economic Development & Tourism summer student will be assisting Jackson’s Point BIA with a couple of their events this summer. Frank Sebo mentioned that the issue with hiring a BIA Coordinator is that the BIAs do not have a large enough budget to pay for this position, however, some funds were freed up as they realized they were paying into Director’s insurance twice, allowing them to contribute some monies towards this position. Robin Smith asked what the cost is for vendors to obtain insurance. Karyn Stone noted the cost of insurance ranges from \$15.00 to \$150.00 depending on the vendor.

10.3 Verbal Update – Chamber of Commerce – Robin Smith

- Robin Smith presented infographics outlining the Chamber’s survey results from the Discover Georgina Show on May 4th and 5th. Nearly 65% of the attendees were over the age of 36. 70% of attendees were from Keswick, 21% from Sutton and 9% were from out of town. Most visitors (38%) heard about the event through newspaper/magazine, signs/ads – which was up 65% from last year. Most visitors (63%) attended out of interest/curiosity. Seventy percent of visitors said nothing needs to be added to the show.

Attendance was increased by 17% this year compared to 2018 – over 4,000 people visited. Karyn Stone asked if a vendor survey was conducted and Robin Smith confirmed there was not, but the Chamber did speak with all vendors and they all had positive feedback.

- Robin Smith informed the Committee that the Tourism Ambassador program is launching this week with 15 locations. The Discover Georgina Guide will be displayed along with card takeaways and map pads. Map pad add space is being sold and the map pads will be going to production soon. The Chamber has also identified five additional locations that will display brochures.
- The sign for the Tourism booth on Highway 48 is being designed and will be produced soon. The Chamber started painting the booth last Thursday and it should be open within the next couple of weeks. Jennifer Anderson and Jim Beechey are looking for funding opportunities, however, nothing has come to fruition yet.
- Robin Smith shared that Jennifer Anderson has been working on a grant application for a selfie trail.
- Next Tuesday, June 12th, is the Georgina Chamber of Commerce's 44th anniversary and they will be hosting a free BBQ.
- Robin Smith informed the Committee that a modified version of the Spectator was printed in house and has been generating great feedback.

10.4 Verbal Update – Tourism Committee – Jim Beechey

- The Tourism Committee is continuing to work with Central Counties on the tourism signage grant application, however there have been challenges due to a 20% budget cut.
- The Chamber is also applying for a grant for a selfie tour through FedDev Ontario, who are providing more than \$11 million through the Canadian Experiences Fund. Applicants who receive a grant through this fund do not have to match the amount they receive. Clearwater Farm also applied for a grant under this initiative.
- The Tourism Plan is close to being finished and should be in draft form by next week.
- Jim Beechey provided the Committee with an update on the community tourism shuttle bus. They are currently waiting for the funding agreement to be signed by the Deputy Minister.
- The Chamber's four summer students have all been hired.
- Jim Beechey noted that the Georgina Community Health Care Council mentioned that a new health clinic may be opening up on High Street in Sutton. The clinic will have x-ray and ultrasound services.

RESOLUTION NO: EDC-2019-0034

That the verbal updates from the Economic Development and Tourism Division, BIA's, Chamber of Commerce and Tourism Committee be received.

Moved by Frank Sebo, Seconded by Robin Smith.

Carried.

11. DISPOSITIONS/PROCLAMATIONS, GENERAL INFORMATION ITEMS

11.1 General Information Items

11.1.1 Connect to Innovate – Karyn Stone

- Karyn Stone informed the Committee that York Region recently announced funding for the Connect to Innovate Program, which will provide an investment of \$5.2 million in new or improved high-speed internet access for Udora and the Chippewa's of Georgina Island.
- York Region is finalizing the details and the next steps of the program.
- Margaret Quirk mentioned that there is an upcoming Board meeting for the York Telecom Network and that they have already established their 2019 plan, so they will begin to establish 2020 initiatives.
- Margaret Quirk informed the Committee that there are other places within Georgina that have limited internet access but this is the first step in their ten year plan. The partnership with the Chippewa's of Georgina was a key component to receive the funding because the island is considered remote.
- The main line will be the backbone infrastructure and will give us leverage to partner with third party service providers to connect more areas throughout Georgina. Karyn Stone and Sean Nastke are working to have a Broadband Strategy developed.
- This is a huge step for Georgina from a business point of view as it provides opportunities for service providers to expand services.
- Andi Mahony asked if the government will announce more funding. Margaret Quirk noted that the province has announced funding as well.
- Frank Sebo inquired if the fibre line will have to be laid underwater to the island. Margaret Quirk confirmed that it will.
- Sean Columbus noted that internet speed test results were collected from Georgina businesses including home based businesses and residents. Udora, Georgina Island and Brown Hill were identified as having limited or no internet connection. Other locations in the municipality also been identified as having limited or no internet.

11.2 Disposition Items

- 11.2.1 Economic Development Grant Application
B1 Lake Simcoe Open
October 26, 2019
Applicant: Professional Sport Fishing Organization

RESOLUTION NO. EDC-2019-0035

That the Georgina Economic Development Committee provide a grant in the amount of \$2,000 to the B1 Lake Simcoe Open.

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.

Moved by Margaret Quirk, Seconded by Dan Fellini.

Carried

- 11.2.2 Economic Development Grant Application
Community Cultural Events 2019
Various Dates
Applicant: Jackson’s Point BIA

RESOLUTION NO. EDC-2019-0036

That the Georgina Economic Development Committee provide a grant in the amount of \$2,000 to the Jackson’s Point BIA Community Cultural Events 2019.

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.

Moved by Kostas Kyriopoulos, Seconded by Frank Sebo.
Carried

- 11.2.3 Development Application Fee Rebate Program
Hwawei Inc.
157 High St., Sutton, On
Wei Hwa

That the Georgina Economic Development Committee provide a Development Application Fee Rebate grant in the amount of \$10,000 to Hwawei Incorporated.

RESOLUTION NO. EDC-2019-0037

Moved by Frank Sebo, Seconded by Robin Smith.
Carried

12. MOTIONS/NOTICES OF MOTION *None*.

13. OTHER BUSINESS

13.1 Karyn Stone informed the Committee that there will be road improvements within two BIAs – Keswick and Sutton. In Keswick, there will be signs posted indicating that we are open for business and efforts will be made to avoid construction work during the Harvest Festival. In Sutton, construction work will be conducted on High Street across for the pumping station to facilitate the Cedar Ridge subdivision. There will be no through traffic over the bridge during construction, and Town staff have been made aware that this will have a significant impact on traffic flow for the business area.

13.2 Frank Sebo inquired about an update on the Georgina radio station. Karyn Stone is scheduled to meet with Ed Torres this week. Katrina Ellis mentioned there is a short online survey for the community to have an input on the radio station's music and content.

14. CLOSED SESSION, IF REQUIRED

15. MOTION TO ADJOURN

RESOLUTION NO: EDC-2019-0038

Moved by Dan Fellini, Seconded by Robin Smith.
That the meeting be adjourned at 8:35 p.m.

Carried.