



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

ECONOMIC DEVELOPMENT COMMITTEE (EDC)

MINUTES

Date: Monday September 9, 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 7:00 p.m.

2. ROLL CALL AND WELCOME

Margaret Quirk, Mayor

Andi Mahony (Chair)

Matthew Brady (Vice Chair)

Dan Fellini, Councillor, Ward 2

Frank Sebo, Councillor, Ward 4

Jim Beechey

Heidi Wong

Elsa Mateus

Robin Smith

Karyn Stone, Manager of Economic Development and Tourism

Sean Columbus, Economic Development Officer

Jamie-Lee Warner, Administrative Assistant, Economic Development and Tourism

Zaidun Alganabi, Manager of Development Engineering – Guest

Amir Doo, CED Officer, South Lake Futures - Guest

The following Committee members were absent with regrets:

Kostas Kyriopoulos

3. COMMUNITY ANNOUNCEMENTS

Karyn Stone informed the Committee that the Mayor's Charity Motorcycle Ride & Poker Run, the Uptown Keswick Harvest Fest and Harvest Day at the Pioneer Village are all taking place this Saturday, September 14, 2019. She encouraged the Committee to attend these events if possible.

4. INTRODUCTION OF ADDENDUM ITEM(S)

9. PRESENTATIONS

9.3 Rural Innovation Initiative-Eastern Ontario Program – Amir Doo

5. APPROVAL OF AGENDA

RESOLUTION NO: EDC-2019-0044

Moved by Dan Fellini, Seconded by Jim Beechey.

Carried.

6. DECLARATIONS OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

None.

7. ADOPTION OF MINUTES

7.1 Minutes of the July 8, 2019 Meeting

RESOLUTION NO: EDC-2019-0045

Moved by Robin Smith, Seconded by Elsa Mateus.

Carried.

8. DELEGATIONS/SPEAKERS *None.*

9. PRESENTATIONS

9.1 Site Plan By-law Process Review – Zaidun Alganabi

Zaidun Alganabi presented an overview of the current Site Plan Control By-law, process and proposed revisions. Highlights of his presentation include:

- The Ontario Planning Act enables the municipality to impose Site Plan Control on development including but not limited to Industrial/Commercial/Institutional and multi-residential buildings. And to request drawings and reports for review and approval, to execute and register site plan agreements and to delegate approval to a committee or individual.
- As presented in a report to Council on July 16, 2019, a review of the Site Plan Control By-law (SPCB) is needed in order to align the process with the Town's Corporate Strategic Plan priorities, which highlight "Grow our Economy", "Promote a High Quality of Life", "Engage our Community and Build Partnerships" and "Deliver Exceptional Service".
- The existing SPCB was most recently amended in April 2019 in which additions or alterations to a building or structure not exceeding 20% of the existing total gross floor area and not exceeding a maximum gross floor area of 100m², whichever is lesser are exempt from the standard site plan control review process. The Town is now proposing to also exempt Town projects and temporary uses (i.e. patios) from the standard site plan control review process.

In order to reduce timeframes, suggestions have been to delegate the approval of minor applications to the Director of Development Services. In the event that the Site Plan Review Committee (SPRC) believes that a

delegated application should be reviewed by the SPRC, they can request a “bump-up” to require Committee approval.

- Additional suggestions to improve processing time frames are being considered.
- The Manager of Development Engineering, Zaidun Alganabi is requesting feedback from the Committee within two weeks prior to updating the Council on findings and proposed changes.

Councillor Sebo asked about the pre-consultation process and the potential to streamline the information that is provided to applications. Minor changes in terms of the timing for the conveying of required information to the applicant is being considered. Karyn Stone noted that if an applicant makes changes throughout the process, this can result in further studies being required and delay the review process.

Heidi Wong inquired about how the changes to Bill 108 and how this will impact decision timelines on planning and site plan applications. Mayor Quirk explained that we are still working through the implication of Bill 108.

Frank Sebo inquired about the appeal process and Margaret Quirk confirmed that the public cannot appeal a site plan, only the applicant can appeal.

Matthew Brady asked whether or not these proposed changes to the Site Plan Control By-law and Application Process will impact the economic development of the community? It was discussed that the purpose of these proposed changes is to streamline the site plan approval process for the development community.

Frank Sebo inquired if municipalities are usually exempt from their own Application Process? Zaidun Alganabi confirmed that yes, it is quite common to exempt municipal facilities, however Council can “bump up” an application if they think it should go through a site plan process. Zaidun also noted that even though an application is exempt, it is still subject to other requirements including but not limited to a site alteration and building permits, parking review and storm water management requirements.

RESOLUTION NO: EDC-2019-0046

That the Economic Development Committee receive and endorse the presentation from Zaidun Alganabi and that Committee Members are encouraged to provide comment to the Development Engineering Department by September 23, 2019.

Moved by Margaret Quirk, Seconded by Dan Fellini.

Carried.

9.2 Connect to Innovate Funding Announcement – Karyn Stone

Karyn Stone presented highlights from the Connect to Innovate funding announcement:

- In May, 2019, the Connect to Innovate Funding program announced that York Region (YorkNet) would receive funding to extend backbone infrastructure to service Georgina and Georgina Island.
- A public meeting will be held on October 15, 2019 at the Udora Community Hall where Laura Bradley, General Manager at YorkNet, will present on the funding, and construction of the project that will be undertaken over the next few years.
- YorkNet provided an information session to Council on August 13, 2019.
- The YorkNet fibre will not provide connections to homes and businesses (last mile), but will allow third party providers to use this backbone fibre to potentially bring fibre to rural communities/residences and businesses. It will also connect Municipal and Regional facilities (i.e. Fire Halls, Ambulance Stations and Works Yards, etc.)
- Georgina will undertake research this Fall to better understand opportunities to leverage this infrastructure investment and prepare the background information required to support any future funding programs that assist in the delivery of last mile service.
- Will receive a total of \$5.2 million in funding (\$2 million from the Federal Government and \$3.2 million from York Region).

Margaret Quirk recommends that all Economic Development Committee Members attend the upcoming public meeting. She noted that there will be another information session on November 20 at the ROC in Keswick.

Matthew Brady asked if there is interest from third party providers to bring fibre to rural communities? Margaret Quirk confirmed that a number of service providers have expressed an interest.

9.3 Rural Innovation Initiative-Eastern Ontario Program – Amir Doo

Amir Doo, staff member from South Lake Community Futures Development Corporation presented on the Rural Innovation Initiative Program. Highlights from his presentation include:

- The objective of the Rural Innovation Initiative program is to support the transition and growth of traditional Small and Medium-sized Enterprises (SMEs), manufacturers and communities into the new rural economy, driving direct investments by private companies in innovation.
- SME's and 4th Pillar Organizations (ie. Municipalities) supporting priority sector businesses are eligible for this program.
- Priority sectors include advanced manufacturing, clean tech, digital industries, agri-food, food processing and projects that focus on inclusiveness.
- Capital, non-capital, labour and expertise are eligible.
- All projects must be targeted for completion by December 31, 2020.
- Two streams are available; Local Stream to be delivered by all 15 Eastern Ontario Community Futures Development Corporations (CFDC) and Regional Stream to be delivered by Northumberland CFDC.

- Amir Doo leads the Local Stream which can provide non-repayable performance-based funding from \$25k up to \$100k supporting SMEs in South Lake Futures catchment area (Georgina, East Gwillimbury and Brock) to expand business growth and adoption of advanced business innovation processes. Project evaluation criteria will be based on advanced innovation, job creation and maintenance, business expansion, inclusiveness and priority sectors.
- The Regional Stream can provide non-repayable performance-based funding of \$100k to accelerate the growth of SMEs on the innovation track, with benefits to multiple communities within Eastern Ontario. Project evaluation criteria will be based on advancing innovation, job creation and maintenance, business expansion and priority sectors.
- The Regional Stream Evaluation Process includes the following:
 - Due Diligence – Northumberland CFDC carry out review, due diligence and project development
 - Collaborative Innovation Panel – Regional input
 - CED Committee – Review and decision and/or recommendation to Board of Directors
 - Application Notification

Frank Sebo inquired if the Town of Georgina would qualify as a 4th Pillar Organization. Amir Doo confirmed, that yes, the Town would qualify.

Elsa Mateus noted that there is a 1:1 leverage requirement with a minimum project size of \$50k. South Lake Community Futures was given \$450k to provide in funding to applicants and has already approved five applicants so far (three from Brock and two from Georgina). Elsa Mateus noted that they will be accepting applications until April 1, 2020.

Andi Mahony noted that it would be beneficial to highlight this program in the next Economic Development and Tourism newsletter.

RESOLUTION NO: EDC-2019-0047

That the Economic Development Committee receive the presentation from Karyn Stone on the Connect to Innovate Funding Announcement and from Amir Doo on the Rural Innovation Initiative-Eastern Ontario Program.

Moved by Jim Beechey, Seconded by Robin Smith.

Carried.

10. REPORTS

10.1 Economic Development Updates – ED Staff

- Karyn Stone informed the Committee that as opposed to the formalized business retention and expansion survey planned for rural business, staff will continue to provide outreach to the rural business communities through the Broadband research that is being conducted this fall and through outreach at community events.

- Karyn Stone advised the Committee that a report (DS-2019-0084) went to Council on July 16, 2019 requesting to spend \$70k on illuminated seasonal décor in the BIAs. Unfortunately, after site visits, it was concluded that the outlets and conduits in the electrical boxes must be updated. A site meeting is scheduled for this Friday, September 13 with Hydro One in order to assess and determine what our options are. The results from this meeting will be presented in a report to Council.
- Karyn Stone shared with the Committee that Town staff and a consultant from the Streetscape program have attended a few festivals throughout the summer and plan to attend the Uptown Keswick Harvest Festival to provide information on the Streetscape program and receive feedback from the community. There is also a survey on the Town's website for public input.
- Karyn Stone noted that a report (DS-2019-0086) went to Council on July 16, 2019 respecting streamlining the process for the Georgina Farmers' Market funding requests by going through as an annual budget request, which is comparable to other municipalities. Council has requested that Karyn Stone discuss with the BIAs to inquire if they have an interest in applying annually as opposed to applying through the grant program. Karyn Stone noted that the Georgina Farmers' Market has opted to apply for annual funding which will be outlined in a report to Council on October 2, 2019. Dan Fellini asked if one BIA can opt in and others out? Karyn Stone confirmed that either they all opt in or they all opt out. Karyn Stone recommended that the Committee review the current grant program process at the next EDC meeting. Andi Mahony inquired if there will be changes to the grant program due to possible budget cuts? Karyn Stone replied that the grants are very well prescribed to and we aren't requesting more money in the 2020 budget. Frank Sebo inquired if we are looking at expanding the BIA areas? Karyn Stone confirmed that we do not have that on our work plan at this time.
- Sean Columbus explained to the Committee that York Region received funding for the Digital Main Street program and hired Cat's Cove Communications to go door-to-door and provide assistance to business owners wishing to enhance their online presence. On Tuesday, September 24 at Link in Sutton, there will be a Digital Main Street workshop where information on the program will be presented and social media marketing topics will be discussed.
- Sean Columbus noted that Small Business week is October 21-25. The Economic Development Office will be hosting a Town of Georgina Business Panel, which will outline municipal requirements when starting or expanding a business in Georgina. The event will be on Tuesday, October 22 at the Briars. Sean Columbus also mentioned that along with the Georgina Chamber of Commerce, we will be hosting the Georgina Business Excellence Awards and Mayor & Council Milestone Awards on Thursday, October 24 at the Link in Sutton.
- Katrina Ellis updated the Committee on the Field to Table event and noted that we made gains from last year's event. We received 464 ballot entries from 71 event goers (21 in 2018). Participating farmers noted they saw between 50-100 more event goers this year compared to 2018 (total of 1,600 visits +) and approximately \$1,000 more was spent on products

compared to 2018. Facebook posts reached 15k people from May to June and the event was covered by Snapd, Georgina Post and York Region. Jim Beechey and Margaret Quirk attended the event and agreed it was successful. Margaret Quirk suggested that next year, it would be beneficial to include a meal and/or have local restaurants prepare food from the participating farm's products. There is an opportunity to connect farms with local retailers and restaurants. Matthew Brady suggested that in the future, there may be an opportunity to use the community tourism shuttle bus to transport participants to the farm locations. Frank Sebo inquired if Farmers participating in the Field to Table provide an insurance waiver in order to promote as it is a Town sanctioned event. Sean Columbus will review this matter and connect with East Gwillimbury as they run a similar event. Matthew Brady mentioned that Parks Canada is using the Rouge National Urban Park particularly a *Grown in the Park* brand in terms of their urban farming and asked if the Town would be interested in something similar? Sean Columbus noted that we have had discussions on a larger scale with York Region to create a larger campaign in the future.

- Katrina Ellis informed the Committee of the goals of the 2020 Draft Marketing Plan which includes enhancing Georgina's brand and awareness of program/support, increase new business start-ups and increase tourism impact. Frank Sebo asked what the Harvest campaign entails. Karyn Stone noted that it would involve elevating events during the fall season. Frank Sebo inquired if we plan to elevate boating in Georgina and Karyn Stone confirmed that the Economic Development Office will be involved in the waterfront strategy to ensure our assets are tourism ready and promoted.
- Katrina Ellis outlined highlights of the results from surveys taken during the 2019 summer events. Out of 278 responses, 30% of those surveyed were from out of town and 95% are within an hour drive to Georgina. When asked what Georgina is best known for, the most common response was beach access and when asked what people want to see more of, the number one response was festivals and events.
- Katrina Ellis shared with the Committee social media updates, outlining the Economic Development and Tourism Facebook and LinkedIn statistics which highlighted an increase in followers.
- Sean Columbus outlined to the Committee all of the events and trade shows the Economic Development Office are planning to attend for the remainder of 2019 and early 2020.
- Sean Columbus provided the Committee with an update on tourism signage. A triple panel with a brochure rack was installed at De La Salle Park this season. The old sign in Jackson's Point Parkette was replaced with a double sided sign with a brochure rack. A wall sign was installed in Jackson's Point Harbour. Frank Sebo pointed out that adding a brochure rack and listing Sutton events would be beneficial. Sean Columbus confirmed that we will be installing more signage in the park area. A wall sign was installed in Sutton at the Pump House on High street. A double sided sign will be installed in uptown Keswick once the park revitalization is complete. Sean Columbus noted that the BIA's have access to change content in these signs. Sean Columbus outlined the signs that will be

replaced in 2019(Roches Point, Island Grove, Woodbine Ave. and De La Salle - directional signage). The +/--\$20k remaining in the signage budget will be carried forward to 2020 for additional signage.

- Sean Columbus updated the Committee on the applications that have been process through the 2019 Community Improvement Plan Program. Applicant David Coulson will receive \$1,650 for Fat Cat Tattoo in Sutton and applicant Louis Lu will receive \$1,783.62 for The Mansion House in Sutton. With a budget of \$34,000 approved by Council, and \$3,433.62 spent to date, there is \$30,566.38 remaining.
- Sean Columbus updated the Committee on the Development Application Fee Rebate Program. In 2018, there were a total of three applicants (Harrison Land Co Ltd., Stirling Tire Service Inc. and Wellers Tree Service) who received a total of \$27,822, leaving \$72,178 remaining in 2018. In 2019, Belair Credit Company Ltd. and HwaWei Inc. received a total of \$20,000 leaving \$80,000 remaining for 2019.

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

- Dan Fellini shared with the Committee that the 10th Annual Uptown Keswick BIA Harvest Festival is on Saturday, September 21. There will be three bands and many activities for children. Approximately four thousand people attended in 2018. Dan Fellini mentioned that they are concerned about the construction on the sidewalks, but are working with Bob Fortier, Mgr. of Capital Works and are hoping it will be cleaned up in time for the Festival. Robyn Gibson who is the main organizer of the event has had many vendor inquiries. Frank Sebo inquired if there will be a horse-drawn wagon this year and Dan Fellini confirmed that there will not be one due to the uncertainty of the road work.
- Frank Sebo informed the Committee that Forbidden Ink Tattoo and Piercings opened in Sutton and that Vaporized moved from one side of High Street to the other. The vacant property beside the Mansion House sold in March. Frank Sebo mentioned that he is not sure what the plans are for this property and asked if Economic Development could reach out. Frank Sebo has had many inquiries about expanding the BIA boundaries and he would like to move forward with this.
- Frank Sebo shared with the Committee that Weeping Willow Coffee Co. is now open in Jackson’s Point. The Painted Perch event on August 10 went well as the weather was good and vendor and attendance increased from last year. The next event will be the Tree Lighting on December 7. There is a permit for the demolition of the old house at Lakeview Village that was used as a sales office. There is interest in creating and installing a large 3D sign in the Jackson’s Point Parkette that reads “I ♥ JP”. This sign would be a stop on the selfie trail - an initiative introduced by the Georgina Chamber of Commerce. The Esso gas station on Dalton Road is open and they will be planning a grand opening soon. He also mentioned that the Oasis building in the park could be used as a self-serve tourism booth or that something could be done to install additional signage on the building. Karyn Stone indicated that she will discuss this with Dan Buttineau.

10.3 Verbal Update – Chamber of Commerce – Robin Smith

- Robin Smith confirmed that attendance was up by 17% at the Discover Georgina show compared to last year's numbers.
- The Chamber has posted their calendar of events for the remainder of the year. Stilettos and Sneakers will be on September 28. In partnership with Rogers TV, the York-Simcoe Federal Election All Candidates Debate will be held at the Link on October 7.
- Jennifer Anderson will be presenting an update on the Chamber's KPIs to Council on September 11.
- Rogers TV will be hosting a free BBQ tomorrow, September 10 from 5:00 pm – 7:00 pm.
- Jennifer Anderson will be attending the 2019 Canadian Chamber of Commerce AGM and Convention from September 21-23 in Saint John, New Brunswick.

10.4 Verbal Update – Tourism Committee – Jim Beechey

- Dates and responsibilities are being allocated to the 25 action items in the tourism strategy. The goal is to have a draft of the whole plan by the first Friday in October which will be presented to Stakeholders for input and then to Council.
- The community tourism bus arrived today. It will be shared by GTTI, Routes and the Georgina Chamber of Commerce. An operating plan for the bus will be drafted for 2020. This bus will provide marketing opportunities and will allow us to create tourism packages. There is a plan to run an orientation program for front line workers in the spring to travel around Town on the bus and see tourism locations. Margaret Quirk recommended partnering with the Historical Society for this plan.
- Jim Beechey also mentioned that there is a plan to organize information seminars for Tourism Ambassadors.
- The Tourism Committee is exploring opportunities for a role in the waterfront strategy.
- Central Counties have approved a matching funds grant to the Chamber of Commerce to kick-start their Selfie Trail project. Chamber has also applied for a grant of \$45k for the Selfie Trail from FedDev.
- The Chamber of Commerce has submitted their budget for 2020 and their Key Performance Indicators (KPI's) to the Town.
- Jim Beechey mentioned that the Tourism Committee has developed their mission and vision and will share with EDC in the near future.

10.5 Verbal Update – South Lake Community Futures – Elsa Mateus

- Elsa Mateus noted that \$450k has been allocated to applicants for the Rural Innovation Initiative Program and there is \$200k remaining for future applicants.

- South Lake Community Futures still have business loans available from a minimum of \$1k to a maximum of \$250k.

RESOLUTION NO: EDC-2019-0048

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

Moved by Matthew Brady, Seconded by Jim Beechey.

Carried.

11. DISPOSITIONS/PROCLAMATIONS, GENERAL INFORMATION ITEMS

11.1 General Information Items *None.*

11.2 Disposition Items

- 11.2.1 Economic Development Grant Application
2020 Lake Simcoe Championship Ice Fishing Derby
February 16, 2020
Applicant: Elizabeth Johnston

RESOLUTION NO. EDC-2019-0049

That the Georgina Economic Development Committee provide a grant in the amount of \$5,000 to the 2020 Lake Simcoe Championship Ice Fishing Derby. The remainder of the 2019 budget, which is \$1,750 is to be allocated to this grant, together with an additional \$3,250 that will be subject to Council's approval of the funding for the 2020 grant program.

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 Frank Sebo.
Carried.

11 MOTIONS/NOTICES OF MOTION

12 OTHER BUSINESS

12.1 Frank Sebo informed the Committee that Council will be receiving the 2020 draft budget on October 23, 2019. Citizens are being encouraged to provide their input.

12.2 Frank Sebo noted that the Waterfront Tourism Summit will take place at the Toronto International Boat Show in January 2020.

12.3 Frank Sebo shared with the Committee that the Urban Economy Forum is taking place on October 28 and 29, which may be of interest to the Economic Development Office.

12.4 Frank Sebo pointed out to the Committee that the welcome package he received from the Port of Orillia was interesting and could be used as an example for Georgina to use.

13 CLOSED SESSION, IF REQUIRED

14 MOTION TO ADJOURN

RESOLUTION NO: EDC-2019-0050

Moved by Elsa Mateus, Seconded by Matthew Brady.
That the meeting be adjourned at 9:40 p.m.

Carried.