



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

ECONOMIC DEVELOPMENT COMMITTEE (EDC)

MINUTES

Date: Monday February 3, 2020

Time: 7:00 pm

Location: 26557 Civic Centre Rd, Keswick
Committee Room

1. CALL TO ORDER

The Chair called the meeting to order at 7:01 p.m.

2. ROLL CALL AND WELCOME

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

Jim Beechey
Heidi Wong
Kostas Kyriopoulos
Robin Smith
Elsa Mateus

Karyn Stone, Manager of Economic Development and Tourism
Sean Columbus, Economic Development Officer
Jamie-Lee Warner, Administrative Assistant, Economic Development and Tourism
Tolek Makarewicz, Senior Policy Planner - Guest

3. COMMUNITY ANNOUNCEMENTS

- Dan Fellini shared with the Committee that he recently attended an open mic night at Baileys Homestead. He said that the food was good, the restaurant was packed and it was a fun event. He mentioned that CJ Barleys and Symposium also host open mic nights and encouraged the Committee to attend one.
- Robin Smith noted that she is on the Georgina Food Pantry Fundraising Committee and they will be holding their fundraising dinner on April 18. The theme of the dinner is British invasion.

4. INTRODUCTION OF ADDENDUM ITEM(S)

11. DISPOSITIONS/PROCLAMATIONS, GENERAL INFORMATION ITEMS

11.2 Disposition Items

11.2.5 Economic, Culture and Community Betterment Grant Application
Georgina Studio Tour
September 26 - 27, 2020

Applicant: Georgina Studio Tour

11.2.6 Economic, Culture and Community Betterment Grant Application
Military Day
June 20, 2020
Applicant: Georgina Military Museum

11.2.7 Economic, Culture and Community Betterment Grant Application
Music in the Streets
June 27, 2020
Applicant: Connors Music

5. APPROVAL OF AGENDA

RESOLUTION NO: EDC-2020-0005

Moved by Dan Fellini, Seconded by Robin Smith.

Carried.

6. DECLARATIONS OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

None.

7. ADOPTION OF MINUTES

7.1 Approval of Minutes for the January 13, 2020 Meeting

RESOLUTION NO: EDC-2020-0006

Moved by Matthew Brady, Seconded by Heidi Wong.

Carried.

8. DELEGATIONS/SPEAKERS *None.*

9. PRESENTATIONS

9.1 Draft Cannabis Production Facilities Zoning By-law – Tolek Makarewicz

Tolek Makarewicz presented the draft cannabis production facilities zoning by-law. Highlights of his presentation include:

- On October 17, 2018 the Cannabis Act came into effect and recreational cannabis was legalized in Canada. Although the sale of recreational cannabis is now permitted in Ontario, the Town of Georgina opted out from permitting cannabis retail stores within the municipality.
- Staff first reported to Council on December 12, 2018 regarding cannabis production facilities and the need to review this use in terms of land use impacts and zoning requirements particularly given that the production could be considered an agricultural use and permitted throughout Georgina's rural countryside within the Rural (RU) zone.

- On January 16, 2019 Council directed that an Interim Control By-law be passed to prohibit cannabis cultivation in the RU zone for one year and directed staff to conduct a land use planning study.
- On September 18, 2019 staff presented the land use planning study to Council and were directed to prepare a draft zoning by-law for consideration. This draft by-law was presented to Council on December 11, 2019 outlining proposed zoning provisions to regulate cannabis production.
- Staff will be gathering internal departments, external agencies and Town Committees comments on the draft zoning by-law and present them to Council on April 1, 2020.
- In summary, any adult can grow up to 4 cannabis plants per household. Health Canada must approve the growing of any additional plants.
- A registration certificate is required if someone is growing cannabis for their own or someone else's medical purposes.
- If cannabis is being grown as a commercial business, various licences are required depending on the activities being conducted.
- The purpose of the by-law is to regulate the establishment of cannabis production facilities rather than regulating persons growing for their own medical need.
- A designated cannabis production facility would need to be authorized by a valid registration certificate and would consist of someone growing for medical purposes on behalf of another person. One facility can have up to 4 certificates for growing. Staff are of the opinion that a designated cannabis production facility is similar to an agriculture use and therefore is proposed to be permitted in a RU zone.
- A licensed cannabis production facility would need to be authorized by a valid licence and would allow the commercial growing of cannabis for medical and recreational use. A licenced cannabis production facility is a hybrid of agriculture and industrial use as it could have 50 + persons employed and conduct researching, analytical testing, processing, cultivation, packaging, sale and transportation of the product. This facility would be permitted in the Restricted Industrial (M1), General Industrial (M2), Business Park 3 (BP-3) or Rural (RU) zones.
- Standard requirements of the zone in which the cannabis production facilities are located would apply. Additional requirements are proposed to help mitigate potential land use conflicts and ensure compliance with provincial land use policy.
 - Within the M1 zone and M2 zones only licensed cannabis production facilities are permitted. In addition to the standard requirements of lot frontage and area; setbacks; lot coverage; and height, cannabis production facilities also must have a gatehouse; no open storage in M1 zone; no outdoor growing; and buildings containing cannabis must be 70 metres from residential, institutional or transitional zones and rural zoned lots of 8,000 sq. m or less.
 - Within the Business BP-3 zone only licensed cannabis production facilities are permitted. In addition to the standard requirements of lot frontage and area; setbacks; lot coverage; height; and open

- storage, licensed cannabis production facilities must also have a gatehouse; no outdoor growing of cannabis; and buildings containing cannabis must be 70 metres from residential, institutional or transitional zones and rural zoned lots of 8,000 sq. m or less.
- Within the RU zone, licenced and designated cannabis production facilities are permitted. In addition to the standard requirements of lot frontage and area; and setbacks, cannabis production facilities also must have lot coverage (maximum 30%); height (maximum 11 metres); no open storage; loading spaces must be in accordance with the requirements for a commercial/industrial/business park use pursuant to Sec. 5.25; a gatehouse; buildings containing cannabis and cannabis grown as a field crop must be a minimum of 70 metres from residential, institutional or transitional zones and rural zoned lot of 8,000 sq. m or less. Specific requirements are imposed on licensed facilities which are: processing, research, testing, and sale for medical purposes is only permitted if cannabis used is grown on the property; and the maximum floor area devoted to processing, research, testing and sale for medical purposes shall be 2% of the overall lot area of the property to a maximum of 10,000 sq. m.
 - Frank Sebo asked if there is any other type of agriculture that requires a distance from sensitive land uses. Tolek Makarewicz confirmed that there are distance requirements in place for livestock. The distance depends on the size of the livestock and the amount of manure they produce, but it would be at least 70 metres generally much more.
 - Dan Fellini inquired if any appeals have come forward for cannabis production facilities in King Township regarding their minimum distance requirement. Tolek Makarewicz said nothing has come forth as of yet. Dan Fellini asked if anyone has put forth an application to grow cannabis in King Township. Tolek Makarewicz will look into this.
 - Frank Sebo inquired which type of facility could sell the products. Tolek Makarewicz explained that only licensed cannabis production facilities can sell medical cannabis from their facility through a third party who then ships to the consumer. Regulations are being reviewed to allow sales directly from the facility where the cannabis is produced.
 - It is proposed that site plan control approval be required for all new and expanding cannabis production facilities.
 - The planning division is working with the engineering division to address cannabis facilities in the proposed changes being undertaken to the site plan control by-law.
 - Andi Mahony asked if production is restricted until this by-law is in effect. Tolek Makarewicz explained production facilities are currently permitted only in the business park lands located north of Glenwoods Avenue.

RESOLUTION NO: EDC-2020-0007

Moved by Jim Beechey, Seconded by Margaret Quirk.
Carried.

10. REPORTS

10.1 Economic Development Updates – ED Staff

- Sean Columbus shared with the Committee that the Ontario Waterfront Tourism Summit was held last week on January 24 as part of the Toronto Boat Show. Both Sean Columbus and Frank Sebo along with other staff members attended the summit. Members from Parks Canada, the Tourism Industry of Ontario and other municipalities were in attendance. The economic impact of boating and tourism was discussed as well as key points on generating revenue from marinas.
- Sean Columbus noted that he met with York Farm Fresh and they are interested in creating a regional agriculture field to table tour this June. They would like to collaborate with the Town and York Farm Fresh members. York Region Agriculture is potentially launching a Food and Beverage Accelerator program in partnership with York University and agricultural businesses. This 5 month program focuses on assisting startups that sell product build their strategy, grow their network and scale their business. Sean Columbus shared with the Committee that he will be attending a discussion for planners and economic developers on March 6, hosted by OMAFRA on permitted land uses in Ontario's prime agriculture area.
- Sean Columbus demonstrated to the Committee a new dashboard tool by Local Intel that will soon be available on the Economic Development web page. This tool will provide investors with accessible information on Georgina from sources including Statistics Canada and Labour Force. Data can be exported into a spreadsheet. This tool enhances our online presence.
- Sean Columbus shared with the Committee that 35 seasonal decorations were installed throughout the municipality in November last year. A report will be presented to Council on February 12 to discuss the remaining locations where decorations are to be installed for the 2020 and 2021 season. There are 28 locations remaining to be upgraded. The seasonal decorations are scheduled to come down after family day. The vendor, Classic Displays, stores and maintains the decorations during the off season.
- Sean Columbus informed the Committee that Central Counties Tourism arranged for Breakfast Television to do a live broadcast from Snake Island Fish huts on ice fishing in Georgina. They interviewed Wil Wegman who provided information on ice fishing. The host was outfitted by Canadian Tire, which promoted the Ice Fishing Derby taking place on February 16. Margaret Quirk mentioned that Elizabeth Johnston sent an email expressing that she was thrilled by the promotion. Jamie-Lee Warner shared with the Committee that a URL link was created to promote ice

fishing operators in Georgina, which will be linked to radio and social ads that will run for a month.

- Sean Columbus informed the Committee about upcoming events. Sean Columbus Karyn Stone will be attending a Toronto Real Estate Board (TREB) event on February 18, which will provide a review of the market in 2019 and explore the outlook for 2020.
- Sean Columbus mentioned that there will be a Streetscape Workshop Part 2 on February 25 starting at 5:30 pm at the ROC Chalet, which will be a follow-up session from Part 1 held last fall. It will be a drop in session with interactive stations so participants can learn more about the streetscape project and provide their feedback.
- Karyn Stone noted that the Mayor's Investment Breakfast will be held Mar 3 at the Briars. We are inviting realtors from Georgina and the south who are involved in the ICI sector. We are working with the Chamber to promote the event. The Chamber will be planning for a similar event in the Fall.
- Karyn Stone shared with the Committee that she and Margaret Quirk met with Ed Torres from the new Georgina radio station. They will be launching the station in mid-May and will be announcing the genre and format on Thursday, February 6. They have a new tower from Italy and the antennae will be installed in the vicinity of Glenwoods Ave in Keswick. Local news will be announced on the station. They will be hiring 3-6 announcers, 4 sales reps and a General Manager. Margaret Quirk noted that in the event of an emergency in the community the Radio Station will be able to assist with public announcements. Ed Torres said they are interested in getting involved in the community and want members of Council to appear on the station in order to share updates about the community. Ed Torres and his brother Frank founded SkyWords Media and already operates a number of radio stations including 105.5 Hits FM in Uxbridge.
- Karyn Stone mentioned that the signage by-law is under review by Mike Hutchinson, Manager of Municipal Law Enforcement. We have heard from local businesses and organizations about their concerns with the current by-law and the Town will be engaging the business community as part of the review.
- Karyn Stone shared with the Committee that she is currently involved in the site plan control by-law review and changes being contemplated will be presented to Council February 26.

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

- Dan Fellini informed the Committee that the Uptown Keswick BIA AGM will be held this Thursday, February 6 at the Ice Palace in the multi-purpose room at 7:00 pm. There are 2 positions available on the board. The 2020 budget will be reviewed and approved.
- Frank Sebo mentioned that tonight there is a Festival on High 2020 event meeting. The BIA is working with the Kinette Club of Sutton to organize this event. Jackson's Point BIA AGM will be on February 12 and the Sutton BIA AGM will be on February 13.

10.3 Verbal Update – Chamber of Commerce – Robin Smith

- Robin Smith shared with the Committee that the Chamber of Commerce's AGM will be on February 25.
- The map pads created last year were very successful and the Chamber is working on updating and producing more for 2020.
- The Chamber will open a tourism kiosk at De La Salle 7 days a week May-September. The kiosk will assist with selling parking passes and the sign out of a mobility beach chair.
- The tourism booth on Highway 48 will be open Friday evenings and Saturday mornings during the summer.
- The Chamber's Wonder woman conference will be held on March 6 at the Link and you don't have to be a woman to attend. Tickets and sponsorships are available.
- Early bird registration is open for the Discover Georgina show. This year, the show will have first responders and emergency vehicles on display in the parking lot.

10.4 Verbal Update – Tourism Committee – Jim Beechey

- The Georgina Tourism Plan will be presented to Council at the end of March for their endorsement.
- The Tourism Committee received a small grant from Central Counties Tourism for the tourism booth on highway 48.

10.5 Verbal Update – South Lake Community Futures – Elsa Mateus

- The deadline for applications for the Rural Innovation Initiative – Eastern Ontario fund is February 14, 2020. There is \$200,000 remaining in funding.
- South Lake Futures is approaching 4.1 million dollars of dispersed loans within the past 5 years.
- FedDev Ontario will be renewing their partnership with South Lake Futures.
- The Southlake Communities Planning Priorities Session was held on January 10. Participation from Georgina's EDC is recommended for future sessions.

RESOLUTION NO: EDC-2020-0008

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 Frank Sebo, Seconded by Robin Smith.

Carried.

11. DISPOSITIONS/PROCLAMATIONS, GENERAL INFORMATION ITEMS

11.1 General Information Items

11.1.1 Off-Road Vehicles

- Karyn Stone provided the Committee with an external briefing note from Mike Hutchinson, Manager of Municipal Law Enforcement, regarding Off-Road Vehicles.

11.2 Disposition Items

- 11.2.1 Economic, Culture and Community Betterment Grant Application
The Ones Vehicle Events
May 23 – September 5, 2020
Applicant: Gary Semeniuk

RESOLUTION NO. EDC-2020-0009

That the Georgina Economic Development Committee provide a grant in the amount of \$3,500.00 to the Ones Vehicle Events.

That the organization acknowledge the support of the Town of Georgina as a sponsor by using The Town of Georgina wordmark on all marketing material including but not restricted to print/digital ads, social media, apparel, novelty items, websites, posters and signage where appropriate.

That the organization be provided with a copy of the guidelines for the use of the Town wordmark and be required to comply with these guidelines by signing the acknowledgement form.

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 Jim Beechey.
Carried

- 11.2.2 Economic, Culture and Community Betterment Grant Application
Lake Simcoe Gardeners – Way to Grow
June 1 – September 30, 2020
Applicant: Carolyn Arnold

RESOLUTION NO. EDC-2020-0010

That the Georgina Economic Development Committee provide a grant in the amount of \$400.00 to the Lake Simcoe Gardeners – Way to Grow.

That the organization acknowledge the support of the Town of Georgina as a sponsor by using The Town of Georgina wordmark on all marketing material including but not restricted to print/digital ads, social media, apparel, novelty items, websites, posters and signage where appropriate.

That the organization be provided with a copy of the guidelines for the use of the Town wordmark and be required to comply with these guidelines by signing the acknowledgement form.

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 Frank Sebo, Seconded by Dan Fellini.

Carried

- 11.2.3 Economic, Culture and Community Betterment Grant
Application
CountryFest 2020
July 24 – 26, 2020
Applicant: Forrest Jones

RESOLUTION NO. EDC-2020-0011

That the Georgina Economic Development Committee provide a grant in the amount of \$4,000.00 to CountryFest 2020.

That the organization provide a revised financial statement to include the advertisement revenue from the program booklet.

That the organization acknowledge the support of the Town of Georgina as a sponsor by using The Town of Georgina wordmark on all marketing material including but not restricted to print/digital ads, social media, apparel, novelty items, websites, posters and signage where appropriate.

That the organization be provided with a copy of the guidelines for the use of the Town wordmark and be required to comply with these guidelines by signing the acknowledgement form.

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 Dan Fellini, Seconded by Jim Beechey.

Carried

- 11.2.4 Economic, Culture and Community Betterment Grant Application
2020 District Convention (Optimist International)
August 14 – 16, 2020
Applicant: 2020 Central Ontario District Convention

RESOLUTION NO. EDC-2020-0012

That the Georgina Economic Development Committee provide a grant in the amount of \$1,450.00 to the 2020 District Convention (Optimist International).

That the organization acknowledge the support of the Town of Georgina as a sponsor by using The Town of Georgina wordmark on all marketing material including but not restricted to print/digital ads, social media, apparel, novelty items, websites, posters and signage where appropriate.

That the organization be provided with a copy of the guidelines for the use of the Town wordmark and be required to comply with these guidelines by signing the acknowledgement form.

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 Robin Smith.

Carried

- 11.2.5 Economic, Culture and Community Betterment Grant
Application
Georgina Studio Tour
September 26 – 27, 2020
Applicant: Georgina Studio Tour

RESOLUTION NO. EDC-2020-0013

That the Georgina Economic Development Committee provide a grant in the amount of \$4,000.00 to the Georgina Studio Tour.

That the organization acknowledge the support of the Town of Georgina as a sponsor by using The Town of Georgina wordmark on all marketing material including but not restricted to print/digital ads, social media, apparel, novelty items, websites, posters and signage where appropriate.

That the organization be provided with a copy of the guidelines for the use of the Town wordmark and be required to comply with these guidelines by signing the acknowledgement form.

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 Kostas Kyriopoulos.
Carried

- 11.2.6 Economic, Culture and Community Betterment Grant
Application
Military Day
June 20, 2020
Applicant: Georgina Military Museum

RESOLUTION NO. EDC-2020-0014

That the application be deferred to the March 3rd EDC meeting with the request that the applicant provide more information regarding revenue and expenses.

Moved by Jim Beechey, Seconded by Dan Fellini.
Carried

- 11.2.7 Economic, Culture and Community Betterment Grant
Application
Music in the Streets
June 27, 2020
Applicant: Connors Music

RESOLUTION NO. EDC-2020-0015

That the Georgina Economic Development Committee provide a grant in the amount of \$3,000 to Music in the Streets.

That the organization acknowledge the support of the Town of Georgina as a sponsor by using The Town of Georgina wordmark on all marketing material including but not restricted to print/digital ads, social media, apparel, novelty items, websites, posters and signage where appropriate.

That the organization be provided with a copy of the guidelines for the use of the Town wordmark and be required to comply with these guidelines by signing the acknowledgement form.

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 Dan Fellini, Seconded by Heidi Wong.
Carried

12. MOTIONS/NOTICES OF MOTION *None*.
13. OTHER BUSINESS *None*.
14. CLOSED SESSION, IF REQUIRED
15. MOTION TO ADJOURN

RESOLUTION NO: EDC-2020-0016

Moved by Matthew Brady, Seconded by Margaret Quirk.
That the meeting be adjourned at 9:09 p.m.
Carried.