



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

**ECONOMIC DEVELOPMENT COMMITTEE (EDC)**

**MINUTES**

Date: Monday March 2, 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 7:00 p.m.

2. ROLL CALL AND WELCOME

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

Jim Beechey  
Heidi Wong  
Kostas Kyriopoulos  
Robin Smith

Karyn Stone, Manager of Economic Development and Tourism  
Sean Columbus, Economic Development Officer  
Jamie-Lee Warner, Administrative Assistant, Economic Development and Tourism  
Mike Hutchinson, Manager of Municipal Law Enforcement - Guest  
Susan Gorman, Guest

The following Committee members were absent with regrets:  
Elsa Mateus

3. COMMUNITY ANNOUNCEMENTS

- Margaret Quirk shared with the Committee that former Mayor Jeff Holec passed away this morning. The Town will be lowering its flags to honour him.

4. INTRODUCTION OF ADDENDUM ITEM(S)

11. DISPOSITIONS/PROCLAMATIONS, GENERAL INFORMATION ITEMS

11.1 General Information Items

11.1.1 Site Plan Control By-law and Application Process Review

11.2 Disposition Items

11.2.4 Economic, Culture and Community Betterment Grant Application  
PAR Annual Family Picnic and Car Show  
August 3, 2020  
Applicant: Pefferlaw Association of Ratepayers

5. APPROVAL OF AGENDA

**RESOLUTION NO: EDC-2020-0017**

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 Approval of Minutes for the February 3, 2020 Meeting

**RESOLUTION NO: EDC-2020-0018**

Moved by Jim Beechey, Seconded by Dan Fellini.

**Carried.**

8. DELEGATIONS/SPEAKERS *None.*

9. PRESENTATIONS

9.1 Off-Road Vehicles – Mike Hutchinson

Mike Hutchinson presented the External Briefing Note on Off-Road Vehicles. Highlights of his presentation include:

- Mike Hutchinson explained to the Committee that with the amendments made to the *Highway Traffic Act* which now allows municipalities to pass by-laws to permit off-road vehicles on their highways, some thought that off-road vehicles were now immediately allowed on the Town roads, which is not the case.
- Mike Hutchinson explained that if there is a desire to allow off-road vehicles on Town roads, a by-law will have to be prepared.
- Mike Hutchinson shared with the Committee that he has met with the Trails and Active Transportation Advisory Committee on February 11 and will be meeting with them again on March 10. He has also reached out to the Ontario Federation of ATV Clubs.
- Mike Hutchinson noted that he met with Georgina Trail Riders and Snowmobile Club and they expressed that they do not have an interest in sharing snowmobile trails with off road vehicles because of the damage they cause to the trails.

- Mike Hutchinson provided a brief overview of current by-laws as they apply to ATV's. Mr. Hutchinson noted that Georgina is not connected to any of the ATV trail networks that exist across Ontario and that this would be taken into consideration when dealing with this matter.
- Jim Beechey noted that ATVs are part of Ice fishing gear and if visitors cannot park on the side of the road and drive their ATVs to the lake legally it could hinder tourism.
- Margaret Quirk noted that some of roads in Georgina are provincial and some are regional, if a by-law was passed that off-road vehicles could use municipal roads, there is still the need to ensure that connecting regional and provincial highways would allow the same.
- Karyn Stone asked if there is an indication that the province and York Region will be looking at amending by-laws. Mike Hutchinson said that there is a working group within York Region and other municipalities across the GTA reviewing this information.
- Mike Hutchinson noted that municipalities can allow or prohibit and pass separate by-laws for specific off-road vehicles (ATVs, snow mobiles, etc.). Municipalities can also specify time restrictions including seasonal use, days or hours.
- Mike Hutchinson shared that the Ministry of Transportation indicated that there are specific municipalities that have already created a by-law to allow off-road vehicles to use their road system. Georgina is not one of these municipalities.
- Dan Fellini asked about tourists parking on the street over the three hour limit who are not aware of municipal parking lots. Mike Hutchinson noted that the By-law office does get complaints (which have increased) and issues tickets accordingly.
- Robin Smith asked that if the intention is to allow ATVs to travel to the lake to ice fish, how will we know that is what they are doing. Mike Hutchinson pointed out that we would not be permitted to be specific in terms of the reason for their travel.
- Susan Gorman inquired if there are other municipalities who have allowed this by-law? Mike Hutchinson confirmed that Innisfil and the Township of Brock have passed by-laws permitting ATVs on their highways. Margaret Quirk noted that they would be required to have proper provisions in place (i.e. helmet, license, etc.) Mike Hutchinson noted that they must follow specific procedures regulated by York Regional Police.
- Frank Sebo mentioned that he has been speaking to businesses that sell ATVs and they have noted that if a by-law is enacted to permit off-road vehicles on Town highways, their businesses would prosper.
- Mike Hutchinson confirmed that a report will be prepared for Council once comments have been compiled and options considered.
- Kostas Kyriopoulos asked Mike Hutchinson what his thoughts are on the matter. Mike Hutchinson explained that he does see the economic benefits in terms of ice fishing, but he would like to get the Town's Department of Operations and Infrastructure involved and conduct additional research.
- Kostas Kyriopoulos noted that it would be nice to facilitate easy access to the lake but is worried about possible recklessness.

- Jim Beechey asked if this applies to snow mobiles. Mike Hutchinson confirmed that it does not apply to snowmobiles as they are already permitted to drive along Town roadways.
- Frank Sebo mentioned that the Province has started a five-year pilot project to allow e-scooters on roads. Mike Hutchinson confirmed that municipalities must pass a by-law to allow e-scooters on municipal roads.
- Margaret Quirk confirmed that further information will be provided in the next staff report to Council.

**RESOLUTION NO: EDC-2020-0019**

Moved by Margaret Quirk, Seconded by Kostas Kyriopoulos.

**Carried.**

## 10. REPORTS

### 10.1 Economic Development Updates – ED Staff

- Karyn Stone shared with the Committee that the first Mayor’s Investment Breakfast will be held tomorrow, March 3 at the Briars. Opening remarks will be made by MP Scot Davidson. Mayor Quirk will provide a high level review of Town initiatives. Karyn Stone will give an overview of the Business Class program and Harold Lenters will provide an update on planning matters. The event will be a networking opportunity for Town staff, realtors, developers, Chamber members and the existing business community. The event has reached its seating capacity.
- Sean Columbus noted that the Signage By-law Review workshop will be held tomorrow, March 3 at the ROC Chalet. The current sign by-law was re-enacted in 2006 and the Town is now reviewing the by-law and seeking public input.
- Sean Columbus mentioned that a review of additional signage will be conducted by the Economic Development and Tourism office. Dan Fellini asked if this project is still in the planning stages. Sean Columbus confirmed that once staff have met internally a report will be brought to the Committee.
- Sean Columbus shared with the Committee that the Georgina Chamber of Commerce’s Wonder Woman Women in Business Conference will take place this Friday, March 6 at the Link. Robin Smith mentioned that there are only a handful of tickets available as they were 85% sold out last week. There is a great lineup of speakers.
- Sean Columbus informed the Committee that the Central Counties Tourism Symposium will be held on March 30 at the Paramount Eventspace which brings tourism operators and stakeholders together.
- Sean Columbus provided the Committee with an overview of the live local intel dashboard on the Town’s Economic Development and Tourism web page. The dashboard brings together information from stats Canada along with other sources that can be easily accessible and exported. There is also a *How To* section and the site can re-direct to different websites and data. The map function lets users navigate through the information provided. Andi Mahony shared with the Committee that he likes the

website and thinks it will be beneficial. Karyn Stone noted that it is a subscription based platform and allows us to display the information we have in a professional manner. Robin Smith noted that this is a good tool for both investing and existing businesses.

- Karyn Stone informed the Committee that she attended a meeting at the Region of York regarding regional incentive programs. Heidi Wong was in attendance as well. The Region provided updates on their incentive programs for large office building and purpose-built rental housing incentives. Once more information is provided on these programs from the Region, we will share it with the Committee.
- Sean Columbus noted that he will be attending a York Region and OMAFRA meeting this Friday, March 6 regarding land use planning and agriculture. The use of vertical farms will be discussed as there is a lack of clarity around this process. York Farm Fresh will be rescheduling their AGM as it was cancelled on February 27<sup>th</sup> due to the weather.
- Margaret Quirk had a meeting at York Region with Chairman Wayne Emmerson and John Gallucci, owner of the business park lands and a representative from Panattoni Development Company. It was a positive meeting and all parties want to move forward. Panattoni specializes in building distribution warehouses. They see the business park as an opportunity. They will be conducting a cost analysis to illustrate affordability to investors and will build on spec or build to suite. Margaret Quirk is encouraging them to come forth to Council to present. Dan Fellini asked if Mr. Gallucci has secured fill for the site yet. Karyn Stone confirmed that the earth works agreement is ready to go but it has not been signed.

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

- Dan Fellini noted that the Keswick BIA AGM was held on February 6 and Karin Cacciola from Peaceful Hearts Georgina Foundation is the new Chair. The meeting was well attended and they now have an extra board member, Natasha Richardson. The Board is full with nine members.
- Frank Sebo informed the Committee that the Jackson's Point BIA held a pre-AGM to gauge interest. Four members of the public were in attendance along with the former Chair (Steve Jacobson) and previous Board members to provide support. There is a need to fill Board seats and bring in a new energy and fresh ideas. A date will be determined for the AGM and Council might have to put an interim Board in place.
- Frank Sebo shared with the Committee that the Sutton BIA AGM was held on February 13 and was attended by Board members. Wei Hwa, has joined the Board. He is an active member of the community and is the new Vice Chair for the Georgina Chamber of Commerce. The Sutton BIA is dealing with issues regarding Festival on High. With the turnover on the Board and the new members joining there is not a lot of interest from members to take on the festival. The cost of closing High Street is expensive, so they are looking into closing Market St., River St. and North St. instead. However, the Town still requires a transportation plan for this closure. They are now inquiring about the use of Mill Pond Park instead of closing any roads. The Kinettes will be organizing the duck race that was

successfully run by the BIA in the past. The Kinettes have stepped up to take on a lead role and provide volunteers for the festival.

#### 10.3 Verbal Update – Chamber of Commerce – Robin Smith

- Robin Smith introduced Susan Gorman as the new Chair. She has been the Executive Director at Jericho Youth Services for eight years. Susan Gorman has lived in Georgina for the past 25 years. This will be Robin Smith's last meeting.
- Members of the Chamber of Commerce are not just businesses, but there are many community groups and organizations that are members as well. The Chamber of Commerce is about networking and promoting the community through different people with different experiences.
- The Chamber's AGM was held last week on February 25 and there were some people in attendance from the general public along with Board members. Robin Smith provided the Committee with the Chamber's 2019 Year End Review document that was distributed at their AGM.
- The Discover Georgina show will be held on May 2 – 3. They have already sold 50% of booths during the early bird registration. They are partnering with first responders for the event who will be located in the parking lot of Ice Palace.
- The Chamber will be holding their Wonder Woman Business Conference this Friday, March 6. There are only five tickets left. The event will highlight women in politics, corporate business and entrepreneurs.
- Robin Smith provided the Committee with an example of the map pad. Kostas Kyriopoulos noted that it is a wonderful tool and well received by customers.

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

- The applications have been submitted requesting funding for four summer students through Canada Summer Jobs and for two summer students through Ontario Tourism.
- The Community Tourism Plan will be presented to Council on March 25. A copy will be circulated to the Committee prior to this date.
- The Tourism Committee has been reaching out to Sibbald Point Provincial Park in order to develop a stronger relationship with them.
- The Tourism Committee is looking for 3-4 more members.

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

- Jim Beechey shared with the Committee that South Lake Futures is on target for their dispersed loans.
- The current grant program, Rural Innovation Initiative – Eastern Ontario Fund, has wrapped up and there has been no word yet on a new replacement program.

- Jim Beechey noted that he recently met with some businesses who have utilized funding from South Lake Community Futures and it is interesting to see first hand how the grants have improved their businesses.

**RESOLUTION NO: EDC-2020-0020**

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 Robin Smith, Seconded by Kostas Kyriopoulos.  
**Carried.**

11. DISPOSITIONS/PROCLAMATIONS, GENERAL INFORMATION ITEMS

11.1 General Information Items

11.1.1 Site Plan Control By-law and Application Process Review

- Karyn Stone provided the Committee with an update on the Site Plan Control By-law and Application Process Review that was presented to Council on February 26, 2020.
- Karyn Stone noted that Zaidun Alganabi, Manager of Development Engineering presented to the Committee last September about the proposed updates to the Site Plan Control By-law and Application Process.
- Karyn Stone explained that the Town has heard concerns from the business community and are working hard to streamline the approval process.
- Karyn Stone suggested the Committee review the external Briefing Note provided as it outlines the key proposed changes/ improvements to the Site Plan Approval Process.
- Karyn Stone asked the Committee to reach out to Zaidun Alganabi by March 20<sup>th</sup> if they have questions or comments.

**RESOLUTION NO: EDC-2020-0021**

That the updates on the Site Plan Control By-law and Application Process Review be received.

11.2 Disposition Items

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

**RESOLUTION NO. EDC-2020-0022**

**That the Georgina Economic Development Committee provide a grant in the amount of \$2,400.00 to the Georgina Military Day.**

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 Jim Beechey, Seconded by Frank Sebo.  
**Carried**

- 11.2.2 Economic, Culture and Community Betterment Grant  
Application  
Festival on High  
July 18, 2020  
Applicant: Sutton BIA

**RESOLUTION NO. EDC-2020-0023**

**That the application be deferred until the applicant can provide the Committee with a confirmed location for the event.**

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

- 11.2.3 Economic, Culture and Community Betterment Grant  
Application  
Butter Tart Festival  
October 17, 2020  
Applicant: Peaceful Hearts Georgina Foundation

**RESOLUTION NO. EDC-2020-0024**

**That the application be deferred to the April 6, 2020 EDC meeting to allow the applicant to provide the information related to revenues for the event.**

Moved by Frank Sebo, Seconded by Robin Smith.

**Carried**

- 11.2.4 Economic, Culture and Community Betterment Grant Application  
PAR Annual Family Picnic and Car Show  
August 3, 2020  
Applicant: Pefferlaw Association of Ratepayers

**RESOLUTION NO. EDC-2020-0025**

**That the Georgina Economic Development Committee provide a grant in the amount of \$3,800.00 to the PAR Annual Family Picnic and Car Show.**

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**

12. MOTIONS/NOTICES OF MOTION *None.*

13. OTHER BUSINESS *None.*

- Jamie-Lee Warner informed the Committee that the Take a Kid Fishing event will most likely not happen this year as there is no one available to organize it.

- Karyn Stone noted that Perchin for MS did not apply for an Economic, Culture and Community Betterment grant this year. The organizer, Doug Poirier's has indicated that this will be the last year they host the event.
- Karyn Stone shared with the Committee that the new radio station will be 93.7 K Country and will feature new country.

14. CLOSED SESSION, IF REQUIRED

15. MOTION TO ADJOURN

**RESOLUTION NO: EDC-2020-0026**

Moved by Heidi Wong, Seconded by Margaret Quirk.

That the meeting be adjourned at 8:35 p.m.

**Carried.**