



GEORGINA

**THE CORPORATION OF THE
TOWN OF GEORGINA**

Georgina Economic Development Committee Minutes

Date: Monday, June 14, 2021
Time: 7:00 PM

Members Present: Andi Mahony (Chair)
Matthew Brady
Margaret Quirk, Mayor
Dan Fellini, Councillor, Ward 2
Frank Sebo, Councillor, Ward 4
Heidi Wong
James Beechey
Susan Gorman

Members Absent: Elsa Mateus
Kostas Kyriopoulos

Staff Present: Karyn Stone, Manager of Economic Development and Tourism
Sean Columbus, Economic Development Officer
Cristina Liu, Economic and Tourism Recovery Program
Coordinator
Jamie-Lee Warner, Partnership Coordinator
Katrina Ellis, Marketing & Social Media Specialist

1. CALL TO ORDER

“We would like to begin today’s meeting by acknowledging that the Town of Georgina is located over lands originally used and occupied by the First Peoples of the Williams Treaties First Nations and other Indigenous Peoples and thank them for sharing this land. We would also like to acknowledge the Chippewas of Georgina Island First Nation as our close neighbour and friend, one with which we strive to build a cooperative and respectful relationship.”

The Chair called the meeting to order at 7:10 p.m.

2. ROLL CALL

As noted above.

3. COMMUNITY ANNOUNCEMENTS

None.

4. INTRODUCTION OF ADDENDUM ITEM(S)

None.

5. APPROVAL OF AGENDA

RESOLUTION NO. EDC-2021-0005

Moved By James Beechey
Seconded By Dan Fellini

Carried

6. DECLARATION OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

Frank Sebo - Community Improvement Application (Façade) - 944 Lake Drive E

7. ADOPTION OF MINUTES

RESOLUTION NO. EDC-2021-0006

Moved By Margaret Quirk
Seconded By Susan Gorman

That the following minutes be adopted as presented:

Carried

9. PRESENTATIONS

1. 2020-2022 Community Tourism Plan

James Beechey

- James Beechey shared with the Committee that the Community Tourism Plan has been completed and can be found in the agenda package. Tonight's presentation will focus on the economic impacts of the plan.
- The Vision of the Plan is for Georgina to be a desired four-season travel destination and the mission is to foster, develop and support Georgina's tourism sector to enhance visitor experiences and maximize economic benefits to the community.

- James Beechey explained that Georgina's first Tourism Plan was a joint plan with East Gwillimbury, created in 2015. This second plan covers three years from 2020-2022 and is solely focused on Georgina. Both plans were supported by Central Counties Tourism, involved consultations with Stakeholders and were overseen by the Economic Development and Tourism Division and the Chamber of Commerce with primary funding from the Town of Georgina. Since the implementation of the plan in 2015, support has been demonstrated through staffing alignments both within the Town of Georgina and the Chamber of Commerce, allowing tourism and visitor opportunities to be addressed by both organizations.
- James Beechey outlined that in Ontario, tourism is a \$34 billion industry, and represents 4.3% of Provincial GDP and 62% of this revenue comes from within the province. Tourism generates \$11 billion in taxes and employees just under 400,000 people. In 2016, York Region had just under 5 million visitors. Well over 70% of the tourism dollars spent in Ontario was within the GTA, Niagara and York Durham Headwaters Regions.
- James Beechey explained that there are both tourists and visitors coming to the community. A tourist is someone who comes for pleasure, relaxation and enjoyment. A visitor is someone who comes for social reasons such as visiting friends/family or on business. Both tourists and visitors will spend money locally.
- James Beechey shared a diagram of the Tourism Multiplier Effect that illustrates the economic impact a tourism entity has by creating jobs, purchasing local supplies, helping support local taxes, etc. The challenge we have locally from an economic point of view is the money lost through leakage, this is the money that has to be spent to acquire goods and services outside of the local community. The more we can become self-sufficient locally, the more we can keep the money locally.
- James Beechey noted that there are numerous opportunities available to support tourism initiatives, which include Destination Ontario, Central Counties Tourism, York Region Arts Council + Tourism and the Town of Georgina. The Georgina Tourism Committee has strong connections with these organizations.
- James Beechey outlined the many tourism assets within Georgina including the two hotels and resorts, bed and breakfasts and short term rentals; Sibbald Point Provincial Park; almost 100 dining establishments; twelve premium town venues; three BIAs and other retail outlets. Wayfinding signage to these tourism assets helps everyone who arrives in Georgina get to where they need to be and invest in the community.

- James Beechey explained that the Tourism Plan outlines a multi-level communication initiative with four key objectives and 29 sub-set objectives. There is a close cooperation between the Town and the Chamber of Commerce both taking on roles in developing tourism. Tourism partners are being leveraged and new technologies are being utilized to track visitor information.
- James Beechey suggests Georgina needs a larger venue to house tourism-centric activities and festivals such as a pavilion structure (i.e. Kenora) and also needs to develop a feature such as an entertainment pier at the waterfront. Overtime, we need to look at new opportunities to increase funding for tourism development and promotion.
- Matthew Brady asked if there is any reference in the Tourism Plan to electrical vehicle charging stations. The province just launched a significant amount throughout Ontario and Matthew Brady suggests that Georgina look into this as well. James Beechey noted that this was not addressed directly in the Tourism Plan, but he will make a note to discuss it in the future. Karyn Stone indicated that the Town of Georgina has a Committee looking at a number of grant opportunities that could allow us to outfit some of our municipal facilities with electrical vehicle charging stations
- Frank Sebo commented that Lake Simcoe should be a top item on the list of Georgina's tourism attractions. James Beechey agreed, but noted that there needs to be better access to the waterfront in order to make it a true tourism attraction.

RESOLUTION NO. EDC-2021-0007

Moved By Matthew Brady
Seconded By Dan Fellini

Carried

10. REPORTS

RESOLUTION NO. EDC-2021-0008

Moved By Heidi Wong
Seconded By Frank Sebo

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.

Carried

1. Economic Development Updates

Economic Development staff

- Jamie-Lee Warner shared with the Committee that the Economic Development and Tourism Office's Field to Table event will take place in-person on Saturday, August 21 with COVID safety protocols in place. Nine agri-businesses will be participating. We are currently working on pre-recorded video segments to promote the event.
- Jamie-Lee Warner informed the Committee about the Economic Development and Tourism Office's second installment of the Taste of Georgina event that will take place from September 10 until September 26 and we are currently taking applications from restaurants.
- Katrina Ellis explained that we are getting closer to launching the Georgina Made Directory and currently have 60 businesses who either grow, make or sell products locally and they will all have access to their online portal later this week, where they can login and build their profile. When the external facing directory launches, it will serve as a place for residents and businesses to shop, collaborate and support locally. It will also support small businesses that have minimal online presence by giving them a place where they can be accessed online. Each business will have access to a profile, where they can add a description of their business, contact links, and pictures of their products.
- Sean Columbus provided the Committee with information on the 13th Annual Municipal Agriculture Economic Development and Planning Forum, which focuses on rural planning, economic development and any aspect of the agriculture sector. The event will be held this fall and will be hosted by the Regional Municipality of York. This will be the first time the event will be held in York Region and each municipality will be involved in the forum. This two day in-person event will have a tour component and conference section.
- Sean Columbus explained that with the reopening of dining establishments in Stage 1, there has been an increase in applications, both returning and new, for the Temporary Patio Program. Currently eight applications have been approved with more being reviewed within the next couple of weeks. Karyn Stone mentioned that she and Sean Columbus will be meeting with the Planning Department to discuss the introduction of patio provisions in our Zoning By-law so we will have more of an ongoing zoning permission to allow patios.

- Katrina Ellis shared with the Committee that the Pivot Planning Squad was launched last October where our office met with several businesses to direct them to available programs. We are still offering support from the Pivot Planning Squad but we are hoping to connect in-person with businesses now that we can do so safely.
- Karyn Stone explained that we submitted an application to the Ontario Ministry of Agriculture and Rural Affairs to support an Incubator Accelerator program, which would be a hub for entrepreneurs and the delivery of programs to support entrepreneurial activities, however, we were not successful in receiving the funding. Staff are still interested in furthering this initiative and met at the Link last week and toured the space and are now in the process of preparing a revised two-year budget for a pilot project. The Georgina Chamber of Commerce, South Lake Community Futures and the York Region Small Business Enterprise Centre will all be consulted on how to collaborate on additional training opportunities. We were only short 7 points from receiving the Rural Economic Development Fund and we will be meeting with our advisor to discuss as there is usually another intake period in the fall.
- Karyn Stone noted that we are in the process of hiring a Marketing Assistant to replace Katrina Ellis as she is now filling in for Cristina Liu while she takes on the Business Recovery project. Sean Columbus and Katrina Ellis interviewed the candidates and we are hoping to hire very shortly. We will also be hiring for a summer contract position who will focus on assisting the BIAs to get up and running again after the pandemic, help them with their online presence and assist with the merger of the Jackson's Point and Sutton BIAs.
- Karyn Stone informed the Committee that Sean Columbus is working on a report regarding the merging of the Jackson's Point and Sutton BIAs, which will be presented to Council on July 14. Sean Columbus shared that the report will provide an overview of the process involved with the merging of the boards and will also look at the physical boundaries, which will review commercially assessed properties located on Dalton Road situated in between the two BIAs. This may require an increased budget for the Community Improvement Program due to the increase in properties.
- Sean Columbus informed the Committee that the York Small Business Enterprise Centre (YSBEC) made a presentation to Council on June 9 breaking down the number of consultations that they had from 2019 to 2020, which included 76 consultations within Georgina. YSBCE have partnered with us on a number of initiatives such as the COVID-19 Small Business Recovery program and the Summer Company program. They provide workshops, seminars and one-on-one consultations and this past year, there has been a focus on those in

recovery, entrepreneurs and home-based businesses. YSBEC also has a strong partnership with the Chamber of Commerce and offers consultation from the Chamber offices.

2. Verbal Update - BIA's

Councillor Dan Fellini and Councillor Frank Sebo

- Dan Fellini commented that the Economic Development staff have done a great job assisting and getting involved with the Uptown Keswick BIA. The AGM is coming up and they are looking for directors and encourages everyone to get involved if they can.
- Frank Sebo shared with the Committee that the Jackson's Point BIA Board met recently to discuss the merger with Sutton BIA and feel it has merit to go back to the general membership to gauge interest solicit interest from those that may wish to be involved in the process.
- Frank Sebo noted that the Sutton BIA had their AGM and board members stepped in and the Board now consists of Frank Sebo, Wei Hwa, Dale Hatch, Melissa O and Darlene Horne. They have decided to function on a bare-bones budget this year by working from their existing bank account to do some basic advertising. There will be no requirement for tax to be levied on the BIA members this year. Frank Sebo mentioned that the Sutton fountain is in and working after some difficulties. Frank Sebo will be installing new bulbs in the fountain in order to have it lit this year.

3. Verbal Update - Chamber of Commerce

Susan Gorman

- Susan Gorman shared with the Committee that a handle has now been installed on the Chamber of Commerce's south external door at the Link, making the Visitor Information Centre more accessible from outside. The Chamber will be soft opening on Monday, June 21 and visitors can access the centre through the south entrance as the rest of the building is not open yet. Starting Sunday, June 27, they will be open during the Farmers' Market. Susan Gorman explained that as part of the Federal and Provincial government program, the Chamber is now providing free Rapid Screening Kits to small and medium sized businesses, including both members and non-members. To date, 2,375 kits have been given to Georgina businesses and the program will run until March 2022. Susan Gorman mentioned that "Mind Your Business" is wrapping up its second season next week. A total of 45 episodes have been taped with 129 guests representing 98 local businesses, stakeholders and all levels of government. Susan Gorman informed the Committee that the Chamber just celebrated their 46 anniversary on June 11. In 2020, Council proclaimed June 11 as Shop Local Georgina day. Celebrations started on Friday and went

throughout the weekend with a very successful social media campaign with many shares and exposures of local businesses. This campaign will continue and become more robust as we go through each reopening stage. Susan Gorman shared that the Business Excellence Awards opens today for local business nominations. Nominations close Friday, July 2 and the awards will be held during small business week in October. Susan Gorman noted that the Chamber is holding their third Discover Georgina Scavenger Hunt on Saturday, July 17. The first two were very successful and the Chamber is looking to potentially create more activities for this one, dependent on safety protocols.

4. Verbal Update - Tourism Committee

James Beechey

- James Beechey explained that the Tourism Committee is being flexible and waiting to see how the tourism amenities open up. A summer student has been hired. Through Central Counties Tourism, both the Ramada and the Briars are offering a \$100 rebate for visitors who stay more than two nights. The next Mind Your Business episode that the Chamber is filming will focus on tourism. As Susan Gorman mentioned, the Tourism Centre will be open during the Farmers' Market to provide tourism information to visitors.
- Any Mahony asked for clarification around beach parking. James Beechey noted that Sibbald Point Provincial Park will be offering free admission from Monday - Thursday this year. Margaret Quirk confirmed that the Town's parks and beaches have always been open to everyone since last fall. During the Stay at Home Order, the parking lots were made resident only in order to encourage people not to travel, but the parks and beaches remained open to all. Any resident can park in a Town parking lot for free with their parking pass displayed. Karyn Stone noted that the online process to obtain resident parking passes has been revised and parking passes can also be picked up from 8:00 a.m. to 8:00 p.m. at De La Salle, Willow Beach and Holmes Point with proof of residency, I.D. and license plate number.
- Frank Sebo noted that there was a renewed interest in an accommodation tax brought up at the last Committee meeting and a sub-committee was set up to explore it further.

5. Verbal Update - South Lake Community Futures

Elsa Mateus

- James Beechey explained to the Committee that the office is very busy. They are still looking for a Loans Officer and interviews are continuing next week. The office continues to process RRRF loans,

which are similar to the CERB loans. There was an intake of 60-70 loans and there is still a small amount of funding left that will soon be exhausted.

11. DISPOSITIONS/ POCLAMATIONS, GENERAL INFORMATION ITEMS

2. Disposition Items

- Jamie-Lee Warner shared with the Committee that currently, there is \$35,600 remaining in the 2021 budget for the Economic, Culture and Community Betterment grant program. A total of \$6,000 is being requested during this intake period. To date, funding has been provided to five applicants.

a. Economic, Culture and Community Betterment Grant Application - Rocking the Waves

August 14, 2021

Applicant: Bernadette Connors

That the organization consider including local Georgina artists, that York Regional Police (YRP) is notified about the event and that "Georgina" be added to the title of the event.

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 be provided with tourism material from the Economic Development and Tourism office that can then be distributed to participants of the event.

RESOLUTION NO. EDC-2021-0009

Moved By Matthew Brady

Seconded By Frank Sebo

That the Georgina Economic Development Committee provide a grant in the amount of \$5,000.00 to Rocking the Waves.

Carried

- b. Economic, Culture and Community Betterment Grant Application - Break the Silence Virtual Walk

November 7, 2021

Applicant: Yellow Brick House

That the organization only use the money towards advertising for the event.

That the organization acknowledge the support of the Town on 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 be provided with tourism material from the Economic Development and Tourism office that can then be distributed to participants of the event.

RESOLUTION NO. EDC-2021-0010

Moved By Frank Sebo

Seconded By James Beechey

That the Georgina Economic Development Committee provide a grant in the amount of \$1,000.00 to Break the Silence Virtual Walk.

Carried

- c. Community Improvement Application (Façade) - 944 Lake Drive E

Applicant: Skye Fisher

Frank Sebo declared a conflict on this item.

RESOLUTION NO. EDC-2021-0011

Moved By Margaret Quirk

Seconded By James Beechey

That the Economic Development Committee approve a community improvement plan grant up to the amount of \$5,000.00 to cover the cost of the façade improvements outlined in the grant application and submitted by Skye Fisher, owner of 944 Lake Dr. E., Jackson's Point subject to the following:

- That any permits required to facilitate the proposed improvements be obtained.

Carried

- d. Development Application Fee Rebate Program - Scott Woods Transport

23049 Woodbine Ave.

Applicant: Mark Alden

RESOLUTION NO. EDC-2021-0012

Moved By Margaret Quirk

Seconded By Dan Fellini

That the Georgina Economic Development Committee provide a Development Application Fee Rebate grant in the amount of \$50,000.00 to Scott Woods Transport.

Carried

13. OTHER BUSINESS

1. Town of Georgina Streetscape Design Standards

- Karyn Stone shared with the Committee that we are anticipating finalizing the design standards and presenting a report to Council in the early fall. The streetscape design standards provide direction for the enhancement and design of streets within the municipality. A variety of streetscape typologies have been developed for local and arterial roads. These typologies speak to animating the streetscape with sidewalks, plantings, street furniture and bump outs. Karyn Stone encourages the Committee to review the report and presentation provided to Council and any questions can be directed to Karyn Stone or Sean Columbus. We will be sending this information out to the BIA's and Stakeholders requesting their comments prior to the finalization of the design typologies in the fall.

2. Business Bounce Back Program

- Cristina Liu explained to the Committee that in Ontario, the hospitality and tourism sector had contributed to over \$75 billion in economic activity prior to the pandemic. According to the Tourism Industry Association of Ontario (TIAO), tourism businesses have been the hardest hit by the pandemic and after a recent survey it was realized

that 45% of those businesses are facing layoffs and 14% of them are at risk for permanently closing. To survive and thrive during the pandemic, businesses must be innovative and find new ways to engage their customers and integrate new technology. This is one of the reasons why the Town of Georgina, the Town of East Gwillimbury and York University's YSpace established the Business Bounce Back program. This is a no cost, three month skills training program, designed to support businesses and individuals who are primarily in the tourism and hospitality industry and require entrepreneurial skills to either pivot their existing business, or may require new digital skills to enhance their business ideas or start their new ventures. This program will provide individuals with tools, skills and connections that they need to scale and thrive in their industry. There are three cohorts between July and March and three program components within each cohort. Workshops are focused on Design Thinking, Skills Training and Mentorship. Participants should fall under one of these three categories:

1. Town of Georgina or East Gwillimbury residents displaced from the tourism and hospitality sector looking for new opportunities to create self-employment by gaining entrepreneurship and digital marketing skills.
 2. Business owners in the Town of Georgina or East Gwillimbury.
 3. Entrepreneur creating a new business within Georgina or East Gwillimbury.
- Cristina Liu noted that there will be an information session on Thursday, June 17 at 2:00 p.m. Registration and more information can be found on the website and our Facebook page (Georgina Economic Development)
3. Community Improvement Plan Considerations
 - Frank Sebo noted to the Committee that one consideration to keep in mind with regards to the merger of the Sutton and Jackson's Point BIA and the inclusion of Dalton Road along with the expansion of boundaries will mean more eligible businesses for the grant programs and therefore more applications. There may be a need for additional funding in the grant programs. Karyn Stone agreed that the Community Improvement Plan grant program budget should increase.
 - Karyn Stone also reminded the Committee to share the Economic Development and Tourism posts and e-news as we are trying to get information out regarding the various programs available. Frank Sebo noted that having Scott Woods Transport in the Keswick Business Park will have a positive impact on the community.

15. MOTION TO ADJOURN
RESOLUTION NO. EDC-2021-0013

Moved By Dan Fellini
Seconded By Matthew Brady

Carried

Jamie-Lee Warner, Partnership Coordinator

Andy Mahony, Chair