



Business and Economic Development Advisory Committee Agenda

Town of Orangeville

Electronic Participation – Chair and Secretary participating remotely

Tuesday, December 1, 2020 – 8:30 a.m.

Notice

Due to efforts to contain the spread of COVID-19 Business and Economic Development Advisory Committee will be meeting electronically until further notice.

Prior to the meeting, written comments may be sent to the Secretary of the Business and Economic Development Advisory Committee by email at edo@orangeville.ca. Such written comments will become part of the public record.

Members of the public may access the meeting on the above-noted date and time by telephone at:

+1 (289)-801-5774

Conference ID: 410 477 540#

Please note that your full name and comments will be part of the public record and will be included in the minutes of the meeting.

Accessibility Accommodations

If you require access to information in an alternate format, please contact the Clerk's division by phone at 519-941-0440 X 2256 or via email at clerksdept@orangeville.ca

1 Call to Order

2 Disclosures of (Direct or Indirect) Pecuniary Interest

3 Agenda

Approval of Agenda for December 1, 2020

4 Adoption of Minutes of Previous Meeting

Recommendation:

That the minutes of the September 22, 2020 meeting are approved.



5 Activity Report/Covid Update

5.1 Economic Development and Culture Activity Report for the period of January – November 2020

6 Open Discussion

Councillor Andrews will facilitate an open discussion by members. BEDAC members will provide an overview on trends, challenges, successes, and opportunities identified within their representative sectors for 2020 and anticipated for 2021.

7 Other Business

8 Upcoming 2021 Meeting Dates

March 23, 2021

June 22, 2021

September 21, 2021

December 7, 2021

9 Next Meeting

March 23, 2021

10 Adjournment



4.

Electronic Participation

The Corporation of the Town of Orangeville
Chair and Committee Secretary participated remotely

Minutes of an Electronic Meeting Of the Business and Economic Development Advisory Committee Held on Tuesday, September 22, 2020 at 8:30 a.m.

Please note that all attendees participated electronically.

Members Present

Councillor Joe Andrews, Chair
Pete Renshaw, Vice Chair
Diana Morris, Dufferin Board of Trade
Shokheen Singh, Orangeville BIA
Wendy Edwards, Public Member
Paul Cervený, Public Member

Regrets

Linda Horne, Orangeville Real Estate Board
Buddy Pitt, Greater Dufferin Home Builders' Association

Staff

Ruth Phillips, Staff Liaison, Economic Development & Culture
Katrina Lemire, Economic Development & Culture

Guests

Rob Koekkoek, Orangeville Hydro
Terrilyn Kunopaski, Bannikin Travel and Tourism

1 Call to Order

Councillor Andrews called the meeting to order at 8:36 a.m.

Councillor Andrews advised that due to efforts to contain the spread of COVID-19, the Business and Economic Development Advisory Committee (BEDAC) will continue to meet electronically until further notice.

Councillor Andrews asked if any public comments had been received prior to the meeting by the recording secretary. None were received.

Councillor Andrews asked all committee members in attendance to identify themselves for the virtual meeting. Councillor Andrews welcomed guests Rob Koekkoek and Terrilyn Kunopaski and introduced new BEDAC member Paul Cervený.

2 Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3 Agenda

Recommendation 2020-005

Moved by Shokheen Signh.

That the agenda for the September 22, 2020 BEDAC meeting be approved.

Carried.

4 Adoption of Minutes of Previous Meeting

Recommendation 2020-006

Moved by Diana Morris.

That the minutes for the June 23, 2020 BEDAC meeting be approved.

Carried.

5 Delegation and Presentation

Councillor Andrews welcomed Terrilyn Kunopaski, Director and Trade Development, Bannikin Travel and Tourism, who presented a progress report on the Town of Orangeville Tourism Strategy and Action Plan (TSAP) currently under development.

Terrilyn Kunopaski described the three phase process that began in May 2020 with extensive background research. She said that the TSAP was being developed concurrently with a tourism plan for Dufferin County to eliminate duplication of efforts and enhance success through collaboration.

She said the second phase of the process had focused on engagement with community members and stakeholders through interviews, surveys and a public information session.

Terrilyn Kunopaski identified the major themes that had surfaced under four strategic areas - Organizational/structural development; Product, infrastructure and investments; Regional/environmental; and Destination development. She presented the strengths, weaknesses, opportunities, and threats (SWOT) for each theme area, identified a proposed vision for the future, and defined potential target markets for tourism in Orangeville.

She said the final draft of the strategy and action plan would include priorities, timelines and specific actions for implementation and indicated that the Strategy was expected to be completed for presentation to Council in January.

Terrilyn Kunopaski said additional human resources and the development of a tourism brand would be key initial recommendations of the plan. She described branding as the process of building awareness of the community before visitors come, and advised that branding would enhance Orangeville as a destination, establish expectations of visitors and provide consistent messaging to target markets.

Shokheen Singh said Orangeville has many undiscovered tourism gems which she was not aware of when she was new to town. She asked if the TSAP would engage other municipalities in the GTA to lead visitors to this area.

Ruth Phillips said the Economic Development office had adopted an aggressive marketing campaign to support visitation to the community through the pandemic and outlined efforts to date, including promotion of the community to local and GTA area day trippers.

Paul Cerveny asked about strategies for reaching out to travellers passing by Orangeville on their way somewhere else versus travellers to Orangeville as their targeted destination. He inquired whether stats were available to differentiate those two markets. Terrilyn Kunopaski said that there were some statistics available and that she would include them within the final report.

Diana Morris inquired about future hotel development and whether accommodation taxes would be examined. Ruth Phillips replied that there is interest from a hotel chain to develop in Orangeville and that they own the land required to develop, but that they did not have immediate development intentions. She advised that an accommodation tax had been considered several years ago through Headwaters Tourism but that the required buy-in at a regional level had not been obtained. She advised that the introduction of additional tourism taxes was not a goal of the office at the current time given the existing and anticipated recovery climate and due to the negative publicity that tourism related taxes have generated in other communities.

6 Covid Recovery Update

Ruth Phillips advised that a recent movie shoot in the downtown, Ice Wine Christmas, had provided economic benefits to local merchants and the BIA. In addition to leasing storefronts and a downtown parking lot, approximately 40 cast and crew stayed locally for approximately one week, shopping and dining at Orangeville venues.

She said that the office was successful in an application for funding to deliver a second Digital Main Street program to support local entrepreneurs in the digitalization of their businesses. One staff person was hired on contract until February 28, 2021.

Ruth Phillips indicated that the Town launched a new website in September. She said that the division's business and tourism websites were now integrated into the Town's main site but that the pre-existing addresses orangevillebusiness.ca and orangevilletourism.ca would continue to be used. She advised that these significant components of the Orangeville site will continue to be managed by the Economic Development and Culture division and that as new tourism branding is developed, it will be integrated to the tourism section.

She said the office had adapted to online delivery of workshops and for the first time, the Economic Outlook Breakfast would be presented virtually on October 27. Ruth Phillips invited BEDAC members to attend, and stated that registrations would include a voucher to use at one of four local coffee shops in lieu of the traditional breakfast provided at this event.

Ruth Phillips said that Council had approved the Terms of Reference for BEDAC at its July meeting.

She thanked members who were able to assist the office with the completion of forty-one business recovery surveys between mid-August and mid-September. She provided a summary of the preliminary results and said that a full report would be made to Council in October.

Wendy Edwards commented that efforts to promote local needed to be extended to the service industry.

Ruth Phillips highlighted that implementation of the recovery plan had led to Council granting an extension and expansion of outdoor patios and display of merchandise until November 30 and that these adaptations to the by-laws had been well received by businesses.

Ruth Phillips advised of a virtual public meeting on September 22 with respect to design and development options for 82, 86-90 Broadway.

She said that a request to renew the Community Improvement Plan has been added to the capital budget for 2021 for consideration by Council.

7 Open Discussion

Diana Morris, Dufferin Board of Trade, said sixty “Open for Business” kits were distributed during their campaign and that photos of the faces behind the businesses were posted on social media. She said the Business Excellence Awards had been revised to a drive-in movie style celebration on October 21 at Rotary Park in Orangeville. Diana Morris said there were 50-60 nominees for the awards.

Wendy Edwards spoke on behalf of the real estate sector in Linda Horne’s absence. She said that the housing market was a seller’s market, with realtors handling multiple offers on deals going sometimes 17–18% over the asking price.

Shokheen Singh had no updates from the BIA.

Paul Cervený provided a manufacturer’s perspective. He commented that global supply is experiencing many challenges, but that there could be opportunities for local markets due to increased spending on home improvements instead of travel. He further commented that opportunities to funnel unspent income into the Broadway commerce area should not be overlooked.

Councillor Andrews said that there continued to be daily discussions regarding protocols in the education field. He indicated that communication improvements such as the Wightman investment in the Town were important for virtual learning and to keep students connected to their schools, teachers and peers.

8 Other Business

Rob Koekkoek, Orangeville Hydro, reminded members that the Province offers a small business emergency program to assist with utility bills. He said that he would forward the program details to Ruth Phillips. (This information was subsequently posted to the Town’s Business recovery page).

Rob Koekkoek said that off-peak rates for electricity would end on October 31 and that new options would be made available for customers to choose either time of use rates or tiered rates.

9 Date of next meeting

December 1, 2020

10 Adjournment

Recommendation 2020-007

Moved by Diana Morris

That the meeting adjourn at 10:15 a.m.

Carried.

Economic Development & Culture Summary

January to November 2020



Activity Report – January – November 2020

Client Interactions:

Inquiries	4,939*	Workshops/presentations	24
Consultations	679**	Participants	868

*To October 31, 2020

**To November 20, 2020

Events:

The Winter/Spring workshop series included eight events covering topics such as emergency preparedness, doing business with government, small business taxes, and opening an online business. The office also hosted four mentor sessions and provided three special presentations - to Westside Secondary School students, Westminster United Church Men's Group, and the Dufferin Joint Economic Development meeting. In response to COVID-19, three online Ask an Expert panels were organized to discuss Financial and Operational Guidance for Small Business, Employment Issues, and Re-opening Protocols.

The Fall workshop series adapted to a virtual delivery platform in response to COVID-19. Seven events were offered which included topics on small business start-up, taxes with a representative from the Canada Revenue Agency, legal structures of business, protecting your business from hackers, a guide to using Instagram, and search engine optimization. In addition to events organized by the office, many more webinars were posted on the Business Events calendar.

The annual Economic Outlook Breakfast was presented virtually on October 27 in partnership with TD Bank Group and with support from FedDev Ontario. The live event featured a keynote address by James Marple of TD Bank Group as well as a panel of small business owners who shared their stories of resiliency. The recording can be viewed on the Town of Orangeville's YouTube channel.

Publications:

	Timing	Average Distribution	Average Open Rate
Business Connections Newsletter	Quarterly*	1,500 recipients	29%
Arts & Culture Newsletter	Monthly	1,100 recipients	41%

*March issue was not published due to COVID-19. June and November issues were published as usual.

New Businesses:

Name	Location	Name	Location
Diamond House Dentistry	47A Broadway, Unit 3A	Orangeville Smiles Dentistry	33 Broadway
Priceless Fine Cars	59 Third Street	BioPed Footcare Orangeville	88 First Street, Unit 5B
Servair Filters	95 John Street	Grabb-a-Pizza	50 Rolling Hills Drive
Halibut House	98 First Street	Broadway Vape Shop Inc.	74 Broadway
Flawless Studio	83C Broadway	Caribbean Delights Inc.	18 Robb Boulevard, Unit 1
Satica Cannabis Co.	121 Broadway	Smart Recycle	150 First Street
A to Z Sports & Batting Cages	62 Broadway, Unit D	Honeybee Apothecary	15 Brenda Boulevard, Unit 8
Taphouse Craft Beer & Kitchen	34 Mill Street	The Plumbing Expert Mechanical Services Inc.	48 Centennial Road, Unit 10
The Village Refillery	28 Mill Street, Unit 109	Save Max Supreme	51 Townline

Economic Development & Culture Summary

January to November 2020



Major Initiatives:

Economic Development

Results and actions from the **Business Retention + Expansion Program** with the Professional, Scientific and Technical (PST) sector were published in January. Results showed that Orangeville's PST sector is well-established in the community, with 86% of businesses locally owned and operated. An overwhelming majority – 98% – rated their impression of the community as a place to do business as good to excellent. The most significant challenge identified by PST businesses was the availability of skilled workers, followed by the ability to attract new employees.

In April, **FindYourJob.ca** was launched in partnership with Dufferin County, the Workforce Planning Board of Waterloo Wellington Dufferin, and neighbouring municipalities. The free online job portal compiles and publishes postings from federal, provincial and local job boards. Job seekers and employers can review job postings by location and can explore skills, education and the median salary for local postings. Census information is also available for individuals seeking more information when potentially looking to relocate.

In June, work began to examine **development options for properties located 82, 86-90 Broadway**. N. Barry Lyon Consulting Ltd. and GSP Group presented three development scenarios and recommended actions to Council in November. Council directed staff to make a 2021 capital budget submission of \$75,000 for activities related to the preparation of the properties for eventual sale and development. Should funding be approved as part of the 2021 budget deliberations, EDC staff will oversee completion of an Economic Impact Study, Parking Strategy, and Phase I & II Environmental Assessments in 2021.

In September, the **Town launched a new website** featuring improved functionality and enhanced content. EDC staff reviewed and updated all information related to business and tourism and the EDC websites (orangevilletourism.ca and orangevillebusiness.ca) were integrated into the new site. The pre-existing URLs will continue to be used to target specific audiences.

Small Business:

The initial **Digital Main Street (DMS) program** concluded in March and helped downtown small business owners improve their online capabilities with training and opportunities to compete for business grants. The DMS Co-ordinator supported twenty-five downtown businesses in earning grants, including 16 businesses in downtown Orangeville. This resulted in total DMS funding for downtown Orangeville businesses of \$40,000.

In response to COVID-19, **Digital Main Street** was re-introduced in August and the office received a grant of \$40,000 to deliver the second program. A new DMS Co-ordinator was hired to promote the program to local businesses, support them in initiating digitalization activities and help them to meet the application deadline of November 30. Thirty-five local businesses are on track to complete the application process, including 22 in Orangeville. Transformation Teams is a second initiative offered through the Digital Main Street Future Proof program. Small businesses can apply to work with an interdisciplinary team of marketers, web designers and creators who will assist them in creating new business models, developing and implementing digital marketing strategies, maximizing digital tools and more. Currently, nine businesses have been accepted into the Transformation Teams program, including eight in Orangeville.

Economic Development & Culture Summary

January to November 2020



Four **Summer Company** applications were approved for 2020 with grants totaling \$10,500. To qualify for the program this year, each applicant had to demonstrate that the business was either an essential service and/or that it could operate online with no personal customer contact required.

Since January 2020, the **Starter Company Plus** program has had sixty-one active participants. The grant review committee has approved 10 grants and a total of \$29,500 has been distributed to small business owners in 2020. Thirteen training sessions, five mentor sessions, one-to-one consultations and mentorship opportunities were available to the program participants. Participants also had access to many free SBEC Network webinars.

In November, a **Virtual Business Advisory Service** program was launched with funding of \$32,000 from the Ontario Together Fund and as a COVID recovery initiative. Local business owners can now be matched with professional experts who can provide specialized, confidential, one-to-one guidance, at no cost to the business. The program will be in place until September 2021 and uptake to date has been strong.

Tourism / Arts & Culture:

The new **Orangeville Visitor Guide** was published in January. While distributed quantities were lower due to COVID-19 closures, new content and photography are also being utilized on social media and in advertising opportunities. As part of this project, new downtown banners were also created.

The **2020 Call for Artists** was launched in March, providing an opportunity for local artists to submit original work to be displayed as public art. Eight pieces were selected by the Cultural Plan Task Force in June, including four utility boxes and four mural installations at Alder Recreation Centre's walking track.

In May, the development of a five-year **Tourism Strategy & Action Plan** was initiated. Led by Toronto-based consulting firm Bannikin Travel & Tourism, the strategy will incorporate COVID-19 recovery measures and determine next steps for the community's short- and long-term tourism initiatives. Engagement with key stakeholders and the community was an integral part of developing the plan. The Strategy & Action Plan is expected to be presented to Council in January 2021.

The **2020 Arts & Culture Awards** were held virtually on October 22. While the online presentation was pre-recorded, the event maintained the tradition of having past award recipients introduce the nominees and announce each winner. Filming took place at a variety of locations in Orangeville to showcase the multitude of creative spaces available in the community. The event has been viewed over 400 times on YouTube and Facebook.

Economic Development & Culture Summary

January to November 2020



Additional Response to COVID-19:

- Closed office on March 19, but continued to offer services via phone, email and video. Since August, the office has been open by appointment.
- Promoted webinars and resources offered by credible organizations to support clients with a wide variety of relevant learning and planning tools.
- Published COVID-19 resources webpage specifically for businesses. Links and information about all relevant government measures and programs continue to be updated regularly.
- Worked closely with Planning and Clerks departments to enhance the Town's boulevard café process and allow restaurants to extend patios and increase outdoor dining capacity through to October.
- Launched Orangeville Business Resiliency Map on June 1 to provide local businesses with an easy way to share their operating status and preventative measures with the community.
- Conducted two surveys with local business to understand the impacts to their operations. In March/April, an online survey was completed by 191 businesses. Results indicated that the pandemic had an immediate effect on businesses with 84% of businesses reporting a loss of revenue. A second targeted telephone survey was completed with 41 businesses in August/September. This format resulted in a better understanding of impacts across a wider representation of business sectors, sizes, and stages of development. It also allowed staff to provide immediate and customized assistance where possible. General findings indicated that Orangeville's business community is cautiously optimistic about the future.
- Initiated marketing efforts to promote "buy local" messaging on local radio, in print, and social media.

**Business and Economic Development Advisory Committee Meeting
Electronic Participation Protocol
(during Emergency declaration)**

Meeting Date: Tuesday, December 1, 2020

Note: The Procedure By-law shall continue to apply to Business and Economic Development Advisory Committee meetings that allow for electronic participation (also referred to as electronic meetings) during a declared emergency held pursuant to this Protocol.

General

- The method and technology used for electronic meetings shall be determined by the Business and Economic Development Advisory Committee Secretary, based on the resources available at the time and the prevailing circumstances and context for a meeting.
- The Chair (or designate) shall lead the meeting and may be present from a designated meeting location supported by the Business and Economic Development Advisory Committee Secretary (or designate), where possible.
- For any technology matters unforeseen and not clearly identified within these rules, the matter shall be decided by the Business and Economic Development Advisory Committee Secretary.

Voting

- The Chair will call the vote, and in doing so will ask for any objections to the motion being carried. If no objections are raised, then the motion is deemed to be carried.
- Chair to announce the decision to the Committee.

Member Conduct

- Each member participating in a meeting electronically shall be available at least twenty (20) minutes before the beginning of the scheduled meeting to assist staff in confirming establishment of the electronic connection and to troubleshoot any possible issues.
- Each member participating in a meeting electronically will mute their electronic device when not speaking and/or it will be muted by meeting support staff, depending on the technology used for the meeting.
- At the start of the meeting, the Chair shall conduct a roll call by voice (calling out each Member).
- In order to ensure that the meeting maintains quorum, a member participating electronically must advise verbally that they are leaving the meeting before ending their participation and/or if they re-enter the meeting, which will be noted in the minutes.
- The Chair will announce each agenda item on the floor of the meeting and shall maintain an orderly meeting process keeping members informed.
- For each item of the agenda being considered by the Committee, the following process will be followed:
 - The Chair will announce each item to be considered by the committee
 - The Chair will call upon the members to discuss the item. Each member is to announce their name prior to making comments
 - The Chair will ask the committee members for a motion with respect to the subject agenda item
 - Upon the introduction of a motion, the Chair will canvass members participating electronically about their intention to speak to the matter on the floor
 - The Chair will notify each member when it is their turn to speak
 - A Member may voice a follow up question or comment only after all members have had an opportunity to speak to the matter on the floor

- The Chair will then call for a vote on the motion and each member shall vote on the motion.
- The Chair will announce the decision to the Committee.
- Member(s) participating electronically will be deemed to have left the meeting when they are no longer electronically connected to the meeting.
- In the case of a loss of connection, or any connection issue which impedes the ability of a Member(s) to participate in the meeting in real time, the meeting will continue **as long as quorum is not lost**, and staff will attempt to assist with reconnecting the Member.

Public Participation

Due to efforts to contain the spread of COVID-19, the Board Room, 200 Lakeview Court will not be open to the public to attend Business and Economic Development Advisory Committee meetings until further notice.

- To facilitate public participation, the Chair will advise at the beginning of the meeting that:
 - the complete agenda package can be found on the town website, and
 - any member of the public wishing to speak regarding any matter on the agenda being considered by the Committee, will need to provide their full name which, along with their comments, will become a part of the public record and will be included in the minutes of the meeting
- If a member of the public wishes to speak, they may do so once called upon by the Chair.
- The Chair will identify the respective individuals who may provide the requested answers and/or provide comments.

Public Notice posted on the Town website and newspaper, prior to the meeting

Public Participation During Electronic Business and Economic Development Advisory Committee Meetings

The upcoming electronic Business and Economic Development Advisory Committee meeting is scheduled for Tuesday, December 1, 2020 at 8:30 a.m. and the agenda will be posted online at www.orangeville.ca by Thursday, November 26, 2020.

Due to efforts to contain the spread of COVID-19, the Board Room, 200 Lakeview Court will not be open to the public to attend Business and Economic Development Advisory Committee meetings until further notice.

Written Comments

Prior to the meeting, written comments may be sent to the Committee Secretary of the Business and Economic Development Advisory Committee by email at edo@orangeville.ca. Such written comments will become part of the public record.

Public Participation

Members of the public may access the meeting on the above-noted date and time by telephone at:

(289) 801-5774

Conference ID: 410 477 540#

Please note that your full name and comments will be part of the public record and will be included in the minutes of the meeting.