



## Agenda

### Economic Development and Culture Committee Meeting

April 25, 2023, 8:00 a.m.

Electronic and In-Person Participation - Economic Development and Culture Committee

The Corporation of the Town of Orangeville

(Chair and Secretary at 200 Lakeview Court, Upper Level)

Orangeville, Ontario

#### NOTICE

Members of the public wishing to view Economic Development and Culture Committee meetings will have the option to attend in-person or by calling 1-289-801-5774 and entering Conference ID:550-079 921#

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.

Prior to the meeting, written comments may be sent to the Secretary of the Economic Development and Culture Committee by email at [blusk@orangeville.ca](mailto:blusk@orangeville.ca). Such written comments will become part of the public record.

#### 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 2242 or via email at [clerksdept@orangeville.ca](mailto:clerksdept@orangeville.ca)

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#### Pages

#### 1. Call to Order

#### 2. Elections

Recommendations:

That the Committee elect \_\_\_\_\_ as Chair and \_\_\_\_\_ as Vice Chair

#### 3. Disclosures of (Direct or Indirect) Pecuniary Interest

#### 4. Adoption of Minutes of Previous Meetings

The Economic Development and Culture Committee replaces the Cultural Plan Task Force, and the Business and Economic Development Advisory Committee from the 2019-2022 term of Council.

Recommendations:

That the minutes of the following meeting are approved:

4.1 2022-06-14 Business and Economic Development Advisory Committee

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4.2 2022-06-29 Cultural Plan Task Force

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4.3	2022-06-29 Closed Minutes of Cultural Plan Task Force	
5.	Presentations	
5.1	Terms of Reference/EDCC Goals	10
5.2	Delegation - Committee Orientation	
	The Clerk's Division will provide training for Committee Members.	
5.3	Overview of Economic Development and Culture	
	Katrina Lemire, Manager, Economic Development and Culture will provide an overview of the Economic Development and Culture Division's services, initiatives, projects, and priorities.	
6.	Items for Discussion and Reports	
6.1	Meeting Schedule	
	Establishment of quarterly meeting dates and times for 2023.	
6.2	Review of Quorum Requirements	
6.3	Establishment of Cultural Working Group	
6.4	Definition of Other Working Groups	
6.5	Official Plan Review Steering Committee Appointment	12
6.6	Sectoral Updates by Members	
7.	Correspondence	
8.	New Business	
9.	Date of Next Meeting	
10.	Adjournment	



## Minutes of Business and Economic Development Committee

June 14, 2022, 8:30 a.m.

Chair and Secretary Participating Remotely  
The Corporation of the Town of Orangeville

Members Present: Councillor Joe Andrews  
D. Morris, Dufferin Board of Trade  
L. Horne, Orangeville Real Estate Board  
T. Brett, Orangeville BIA  
B. Pitt, Public Member (left mtg. at 9:28)  
W. Edwards, Public Member (left mtg. at 10:17)

Members Absent: P. Cervený, Public Member

Staff Present: R. Phillips, Manager, Economic Development & Culture  
B. Lusk, Administrative Assistant

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### 1. Call to Order

Councillor Andrews called the meeting to order at 8:30 a.m.

### 2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

### 3. Adoption of Minutes of Previous Meeting

#### 3.1 2022-03-22 Business and Economic Development Advisory Committee Minutes

Moved by B. Pitt

That minutes of the following meeting are approved:

2022-03-22 Business and Economic Development Advisory Committee

**Carried**

### 4. Presentations

#### 4.1 Ms. Ruth Phillips, Manager, Economic Development and Culture - Activity Report December 2021 - May 2022

Ruth Phillips provided an overview of the major activities that the Economic Development & Culture office had undertaken over the past six months.

She said that a decision to permanently move the annual Bridges to Better Business event to Spring meant that Donald Burns, The Restaurant Coach, delivered a virtual event focused on the hard-hit hospitality

industry on May 4. The event, 'Thriving in the Post-Pandemic Economy', had more than one hundred views on the Council YouTube Channel.

Ruth Phillips said that the Transfer Payment Agreement with the Province for the operation of the SBEC office had received Council approval in May. The 2022-2024 agreement will provide \$156K annually over the next two years for the delivery of the SBEC services.

Ruth Phillips reported that implementation of the year two recommendations in the Tourism Strategy was progressing well. She said that the 'Love, Orangeville' branding was now in use and being applied to all advertising and promotions. The new website, loveorangeville.ca, launched in January, and the new Visitor Guide was released in time for the Blues & Jazz Festival.

The third digitalization program funded by the Province of Ontario through the My Main Street program wrapped up in February, helped 64 entrepreneurs, and resulted in a total contribution of \$160K in grant funding to local entrepreneurs.

Ruth Phillips said that the office had successfully obtained a \$57,500 grant through My Main Street to run the Local Business Accelerator Program for a one-year term. She advised that the program would provide 10 downtown area entrepreneurs with grants of up to \$10,000 each to help establish or grow their businesses.

Staff issued an RFP and awarded a contract for the installation of a digital sign at the Visitor Centre. Ruth Phillips advised that once completed, the new sign would create staffing efficiencies and offer improved appeal to north and south bound traffic in promoting the Town's tourism events.

Ruth Phillips said that the Economic Development & Culture office was spearheading the development of a new Strategic Plan for the Corporation. In May, the project was awarded to Deloitte LLP and is expected to be completed by March 2023.

**4.2 Ms. Ruth Phillips, Manager, Economic Development and Culture - Town of Orangeville Draft Community Improvement Plan**

Ruth Phillips said that the Economic Development & Culture office, in partnership with the Planning division, had led in the development of a new Community Improvement Plan (CIP).

She said that the existing Community Improvement Plan was created in 1990 and had limited efficacy after 30 years. She indicated that the draft CIP identified the Employment Lands in the Centennial Road to C Line area and the Downtown area of the BIA, including an extension along First Street to Bredin Parkway, as focus areas for improvement and select incentives that would enhance revitalization of those areas of the community.

Ruth Phillips presented the proposed incentives developed for the draft CIP and answered member questions. She said that upon approval by Council, staff would then request a budget for the execution of incentives commencing in 2023.

**4.3 Ms. Stacey Kovios, Canada-Ontario Job Grant Specialist, and Ms. Julie Moore, Employment Services Consultant, Career & Community Employment Services, Georgian College - Programs, Incentives and Resources for Employers (9:30 a.m.)**

Stacey Kovios provided an overview of numerous services and programs delivered by the college at the Edelbrock Resource Centre. She supplied details about the Canada-Ontario Job Grant program available to eligible employers. She explained that the Canada-Ontario Job Grant covers training costs that help to upgrade employee job related skills.

Julie Moore said that the resource centre offers a broad range of free services funded by the Ontario Government to support both job seekers and potential employers. She outlined some employment services offered by their organization including two youth programs that provide training and job placement experience, as well as the newcomer resources for occupational language training.

Stacey Kovios said employers benefit from both the financial incentives of various programs and the connections they make with job seekers.

**5. Items for Discussion and Reports**

**5.1 Official Plan Steering Committee Update, Ms. Wendy Edwards**

Wendy Edwards reported that the steering committee was meeting monthly to educate members and discuss the key elements in the Official Plan Review. She said that contributions by the committee members would help staff with the creation of proposed guidelines for the Official Plan.

**5.2 Member Updates**

Linda Horne provided an overview of the current business and residential market in Orangeville, advising that housing prices had decreased by 17% over the past six months but remained 10% higher than in May 2021.

Linda Horne said that nine commercial properties/businesses were currently on the market in Orangeville.

Diana Morris said that a successful Dufferin Days Campaign had wrapped up in March. She advised that the Dufferin Tourism Trails project would begin in July to support businesses through social media and directory listings.

She said that the DBOT had held an Election Forum in May for the local candidates in the Provincial election and would hold a Forum for municipal candidates in the Fall.

Diana Morris said that DBOT had opened a permanent office available for rent in addition to the casual workspaces offered. She said that the seasonal outdoor meeting space was also available.

She said that DBOT distributed 44,240 rapid tests kits and that an inventory existed for businesses.

Troy Brett provided an update of BIA activities. He advised that the Farmers' Market had resumed operations at its normal location and that both attendance and vendor sales had increased over last year.

He said that the Blues & Jazz Festival created a welcome bustle to the downtown and that he expected that the Celebrate Your Awesome and Taste of Orangeville events would attract more visitors to the downtown as well.

Troy Brett said that the BIA had hired Aubs & Mugg Consulting for a Downtown Re-branding Project.

**6. Correspondence**

None.

**7. New Business**

None.

**8. Date of Next Meeting**

Councillor Andrews announced that this would be the last BEDAC meeting held during the current term of Council. He thanked each of the members for their contributions to the committee.

**9. Adjournment**

Meeting adjourned at 10:30 a.m.



## Minutes of Cultural Plan Task Force

June 29, 2022, 10:00 a.m.

Chair and Secretary Participating Remotely  
The Corporation of the Town of Orangeville

Members Present: Councillor L. Post  
A. Scheel  
D. Nairn  
P. Ross  
R. Montgomery

Members Absent: D. Henderson, regrets

Staff Present: R. Phillips, Mgr., Economic Development & Culture (to, 11:53 a.m.)  
B. Lusk, Administrative Assistant  
K. Lemire, Officer, Tourism and Culture  
A. Noseworthy, Co-ordinator, Marketing and Projects

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### 1. Call to Order

Councillor Post called the meeting to order at 9:05 a.m.

### 2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

### 3. Closed Session

Moved by D. Nairn

That a closed meeting of the Cultural Plan Task Force be held pursuant to s. 239 (2) of the Municipal Act for the purposes of considering the following subject matters:

2021-06-22 Closed Cultural Plan Task Force Minutes.

Confidential verbal report from Katrina Lemire regarding personal matters about an identifiable individual, including municipal or local board employees and information explicitly supplied in confidence to the municipality or local board by Canada, a province or territory or a Crown agency of any of them – Selection of the 2022 Call for Artists Award Recipients.

#### 3.1 2021-06-22 Closed Cultural Plan Task Force Minutes

#### 3.2 Confidential Verbal Report

### 4. Rise and Report

Moved by R. Montgomery

That the 2021-06-22 Closed Cultural Plan Task Force Minutes were approved.

That a verbal report was presented by K. Lemire to provide information on the 2022 Call for Artists entries.

And that staff proceed with the installation of the 2022 Call for Artist selections as directed.

## **5. Adoption of Minutes of Previous Meeting**

### **5.1 2021-06-22 Open Cultural Plan Task Force Minutes**

Moved by D. Nairn

That the minutes of the following meeting are approved:

2021-06-22 Open Cultural Plan Task Force Minutes

## **6. Items for Discussion**

### **6.1 Draft Plans for the Community Garden Shed**

K. Lemire said that the Community Garden shed beautification project was part of the 2022 capital budget. She presented draft plan illustrations for the shed project in the closed session where the committee selected artwork to be used.

K. Lemire advised that she would contact the local artist and proceed with the garden shed installation as directed.

### **6.2 Arts & Culture Recognition**

R. Phillips said that the annual Arts & Culture Awards presentation began in 2010 to celebrate the first Canada-wide Culture Days and that over the last twelve years, the awards presented in Orangeville had recognized ninety winners and hundreds of nominees in eight categories.

R. Phillips advised that the resources required to manage and host the awards have increased significantly. She said that the virtual delivery of the 2020 and 2021 awards required more staffing resources and that a return to a live event in 2022 presents new challenges due to the uncertainties of the pandemic.

She stated that nomination submissions had decreased significantly over recent years and that there is limited potential for new nominees in some categories.

R. Phillips said that staff had reviewed new approaches to recognize and support the arts and culture sector.

K. Lemire presented opportunities that could use staff resources and the Arts and Culture Awards budget more effectively and which would continue to celebrate and support local artists while fostering culture in Orangeville.

Members agreed that the Arts and Culture Awards event had run its course but were still in favour of proceeding with a final in-person celebration and that past award winners would be eligible for nomination in all categories.

Moved by R. Montgomery

That the 2022 Arts and Culture Awards Event continue with the traditional in-person format for a final year; and



That all past award winners be eligible for nomination across all categories.

**Carried**

**7. Correspondence**

None.

**8. New Business**

None.

**9. Date of Next Meeting**

No further meetings during this Term of Council unless held at the call of the Chair.

**10. Adjournment**

Councillor Post expressed her appreciation and thanked members for their contributions to the committee. The meeting adjourned at 12:39 p.m.



## **Terms of Reference**

### **Economic Development and Culture Committee**

**Date Approved by Council:** January 9, 2023

**Sunset Date:** N/A

**Mandate:**

The purpose of the Economic Development and Culture Committee is to:

- advise Council on the Economic Development and Culture plans and how to best achieve its economic goals
- advise and make recommendations to Council regarding policies, strategies and implementation plans to support and enhance the Town of Orangeville's business and economic development, tourism and cultural programs.
- assist the administration of the Town of Orangeville to implement Town Council approved Business and Economic Development Plans.

The Committee may also direct and monitor working groups, comprised of current committee members, participating in specific projects or initiatives, e.g. arts and culture awards. Any working groups will be established by resolution of the committee. The working group shall report back to the committee, following a working group meeting, at the next regular Economic Development and Culture Committee meeting.

**Goals/Objectives:**

1. To hear and consider representations by individuals, organizations or delegations of citizens with respect to economic development, tourism and culture and make recommendations as warranted.
2. To provide advice on matters associated with major Economic Development and Culture plans.
3. To support specific projects and initiatives that promote arts and cultural events and activity within the community and which help to fulfill the municipal Tourism Strategy and Action Plan;
4. To provide advice and comment on decisions the Economic Development and Culture Division may take forward to Council.
5. To act as liaison to the public, business community and investors in support of the development and prosperity of the business community.

6. To remain fully informed and act as a strategic planning advisor on tourism projects, cultural initiatives and business undertakings in the community as well as proposed future projects which could support the retention and expansion of Orangeville's business community.
7. To participate in relevant ad hoc sub-committees as established and deemed necessary for a specific purpose by the Committee or by Council.

### **Reporting to Council:**

The Committee will report to Council through the distribution of minutes as well as present and submit an annual report.

### **Enabling Legislation, By-Law or Staff Report:**

CPS-2022-069, December 12, 2022

### **Committee Composition:**

The Committee shall consist of up to seven (7) members composed of:

- 1 member of Council
- 1 representative of the business community (e.g. manufacturing, post-secondary education, professional services, or creative sectors)
- Up to 2 members of the public
- 1 representative appointed by each of the following groups:
  - Dufferin Board of Trade
  - Orangeville Business Improvement Area
  - Orangeville and District Real Estate Board

### **Skills Requested**

- Experience and knowledge of manufacturing, post-secondary education, professional services, arts and culture sector or creative sector
- Business experience and expertise within the general business community or the arts and culture industry

### **Administration Section**

Department Linkage and Staff Support:

Community Services Department, Economic Development and Culture Division  
Corporate Services Department, Clerk's Division  
Other divisions to provide support, as needed

**Meeting Frequency:** Quarterly or at the call of the Chair



## **Terms of Reference**

### **Official Plan Review Steering Committee**

**Date Approved by Council:** January 9, 2023

**Sunset Date:** Will dissolve upon the final reporting to Council with respect to the adoption of the final Official Plan amendment related to this review.

**Mandate:**

- 1) To provide input, guidance and recommendations regarding the Official Plan Review (OPR), based on:
  - good planning principles
  - maintaining harmony with provincial and County planning policy frameworks; and
  - planning objectives of importance to the Town
- 2) To engage in public consultation throughout the OPR Process.

**Goals/Objectives:**

The Official Plan Review Steering Committee will accomplish its mandate through its involvement in the phasing of the OPR process as follows:

**Phase 1 - Amendments and updates to policies not related to growth management or land use permissions:**

- Review draft amendments and background information and provide general guidance and input to Town staff through the completion of the Phase 1 amendment to the Plan
- Hold meetings, as required, throughout Phase 1 of the OPR to discuss the proposed amendments to the Plan
- Provide direction to Council with respect to the final amendment proposed for adoption to conclude Phase 1 of the OPR.

**Phase 2 - Updates to growth management and allocation framework, including land use designations and use permissions:**

- Provide input and guidance to Town staff and to any consultant retained by the Town, with respect to the advancement and completion of Phase 2 of the OPR.
- Review and provide input and comment on any draft background report(s), engagement plans and draft amendments to the Official Plan.

- Hold meetings, as required, to review and discuss: i) amendments proposed to the plan; ii) supporting background information; and iii) comments received through public engagement and agency consultation.
- Facilitate additional public engagement by hosting public consultation meetings and/or inviting members of the public or stakeholder group representatives to appear before the Steering Committee to provide input on the OPR.
- Invite Town staff or agency representatives, that have subject matter expertise, to provide advice to the Steering Committee regarding the OPR.
- Provide direction to Council with respect to the final amendment proposed for adoption to conclude Phase 2 of the OPR.

### **Reporting to Council:**

The Committee will:

- 1) Report to Council through the distribution of minutes
- 2) Submit comments to the Planning Division for inclusion in any recommendation reports and/or presentations to Council
- 3) Provide presentations and/or delegate to Council, as necessary

### **Enabling Legislation, By-Law or Staff Report:**

CPS-2022-069, December 12, 2022

In August of 2020, Council established a Steering Committee for the Town of Orangeville Official Plan Review, to increase awareness and inclusion in the decision-making process with respect to the completion of the review and update to the Town's Official Plan. The Official Plan Steering Committee has led discussion and input on general policy updates proposed through a first phase of the Town's Official Plan Review. The continuation of this Committee will lead discussion on Phase 2 of this Review exercise, which will focus on land use and growth management-related policies.

### **Committee Composition:**

The Committee shall consist of eleven (11) members comprised of:

- 2 members of Council\*
- 2 citizens who reside in the Town of Orangeville and have knowledge in planning matters
- 1 member recommended from each of the following Advisory Committees and interest groups:
  - Access Orangeville
  - Committee of Adjustment
  - Economic Development and Culture
  - Greater Dufferin Area Homebuilders Association
  - Heritage Orangeville
  - Orangeville Business Improvement Area (BIA)

- Sustainable Orangeville

\*Councillors that serve on any of the Committees or interest groups listed cannot be appointed as the representative of that Committee.

### **Skills Requested**

Members should:

- be advocates for good planning and the broader public interest; and
- have a reasonable understanding of land use planning related matters at the Town, County and Provincial levels.

### **Administration Section**

Department Linkage and Staff Support:

Infrastructure Services Department, Planning Division  
Corporate Services Department, Clerk's Division  
Other divisions to provide support, as needed

**Meeting Frequency:** Monthly, or at the call of the Chair