



Minutes of Economic Development and Culture

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**

Members Present: Councillor J. Andrews
S. Brown, Dufferin Board of Trade
L. Horne, Orangeville Real Estate Board
M. Mischkot, Public Member (virtual)
J. Patterson, Orangeville BIA
J. Small, Public Member
M. Vinden, Public Member

Staff Present: H. Savage, Gen. Mgr., Community Services
K. Lemire, Mgr., Economic Development & Culture
B.A. Lusk, Admin., Economic Development and Culture
L. Raftis, Assistant Clerk, Clerks Division

1. Call to Order

Councillor Andrews called the meeting to order at 8:00 a.m.

The committee members introduced themselves.

2. Elections

Councillor Andrews invited nominations for the roles of Committee Chair and Committee Vice Chair.

2023-001

Moved By L. Horne

That the Committee appoint S. Brown as Chair.

Carried

2023-002

Moved By S. Brown

That Councillor Andrews be appointed as Vice Chair.

Carried

3. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

4. Adoption of Minutes of Previous Meetings

2023-003

Moved By Councillor J. Andrews

That the minutes of the following meetings are approved:

2022-06-14 Business and Economic Development Advisory Committee

2022-06-29 Cultural Plan Task Force

2022-06-29 Closed Minutes of Cultural Plan Task Force

Carried

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

4.2 2022-06-29 Cultural Plan Task Force

4.3 2022-06-29 Closed Minutes of Cultural Plan Task Force

5. Presentations

5.1 Terms of Reference/EDCC Goals

The mandate and objectives of the Economic Development and Culture Committee were reviewed with the members.

5.2 Delegation - Committee Orientation

L. Raftis provided the committee with a training orientation.

5.3 Overview of Economic Development and Culture

K. Lemire provided an overview that introduced staffing roles and functions of the Economic Development and Culture office. She summarized the current strategies that the office uses to guide the work and services offered through the office.

6. Items for Discussion and Reports

6.1 Meeting Schedule

Chair Brown proposed monthly meetings for a trial period of six months. The following meeting dates falling on the third Tuesday of each month are: May 16, June 20, September 19, October 17, November 21, December 12 (second Tuesday). There will be no committee meetings during July and August.

2023-004

Moved By S. Brown

That the Economic Development and Culture Committee meet on the third Tuesday of each month, with the exception July and August until the end of the year.

And, that the committee will meet on the second Tuesday in December.

The committee will reassess the frequency of meetings after six months.

Carried

6.2 Review of Quorum Requirements

The committee reviewed the Procedural By-law.

2023-005

Moved By Councillor J. Andrews

That Council direct appropriate staff to amend the Procedural By-law regarding committee quorum to “a quorum (a majority of the members) at a meeting of Council or committee shall be achieved at the commencement of the meeting and maintained throughout the meeting” and that references to physical presence be removed.

Carried

6.3 Establishment of Cultural Working Group

K. Lemire discussed the need for a Culture Working Group and the associated time commitment. Three committee members expressed interest in this group.

The Cultural Working Group will complete the selection of local artwork for the 2023 Utility Box Art Program and will support the planning of an annual event to support and recognize the community's Arts & Culture community in Fall 2023.

2023-006

Moved By Councillor J. Andrews

That L. Horne, J. Small and M. Mischkot are appointed to form a Cultural Working Group.

Carried

6.4 Definition of Other Working Groups

K. Lemire said that other working groups can be established in future to support the other sector focus groups identified in the Economic Development Strategy (2018).

Councillor Andrews said that he would like to investigate ways to support Orangeville's manufacturing sector and identify the types of support that the business owners would deem viable.

Councillor Andrews invited members to contribute ideas for discussion at the next meeting for the 2023 Committee Work Plan.

L. Raftis said the 2023 Committee Work Plan should be submitted to Council by September and that the 2024 Committee Work Plan will be due in December.

2023-007

Moved By J. Small

That Councilor Andrews, on behalf of the Economic Development and Culture Committee reach out to manufacturing business owners and report back to the committee.

Carried

6.5 Official Plan Review Steering Committee Appointment

2023-008

Moved By S. Brown

That the Economic Development and Culture committee appoint (one member) J. Patterson to serve on the Official Plan Review Steering Committee.

Carried

6.6 Sectoral Updates by Members

J. Small said that from her experience with the arts and culture sector that attendance at performing arts events is increasing but patrons continue to be hesitant to make plans. She also said that the demand for filming locations in the GTA is growing.

M. Mischkot said that manufacturers are struggling to hire skilled labour and find affordable housing for their employees.

Chair Brown reported that the Dufferin Board of Trade is working with the International Plowing Match to be held September 19-23, 2023.

J. Patterson said that the BIA had asked the Town to confirm the number of parking spaces assigned to the Public Health Unit in the public parking lot south of 180 Broadway. H. Savage said she would review original agreements. J. Patterson also said the Town is working with interested restaurants to approve boulevard cafes for the 2023 season.

H. Savage said she would provide support to the Economic Development and Culture Committee.

L. Horne gave a thorough real estate report for both residential and commercial activity.

M. Vinden said that in her professional business role she has helped many business owners with financial forecasting to understand the future viability of their business. She stated that there was an increase in buying and selling activity of businesses during the pandemic due to labour shortages and climbing interest rates.

Vice Chair Andrews provided an update of Council activities and gave information on how members can access information through the Council YouTube channel and website documents.

7. Correspondence

None.

8. New Business

Councillor Andrews asked H. Savage to provide updates on recent Parks and Recreation developments.

H. Savage reported that the Orangeville Blitz Hockey Club, part of the Western Ontario Super Hockey League (WOSHL) announced that they would make Alder Street Arena its new home ice which has the potential to bring many spectators to Orangeville. She said that the new pool at Alder Street Recreation Centre will be the largest stainless-steel pool in North America. H. Savage gave an outline for the revitalization of Rotary Park and the potential economic development drivers related to the Town's recreation amenities.

9. Date of Next Meeting

The next meeting is scheduled for Tuesday, May 16, 2023 at 8:00 a.m.

10. Adjournment

The meeting adjourned at 9:30 a.m.