



Agenda

Economic Development and Culture Committee Meeting

October 17, 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: 307 831 737#

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. 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

Pages

1. Call to Order
2. Disclosures of (Direct or Indirect) Pecuniary Interest
3. Adoption of Minutes of Previous Meeting 3
2023-09-19 Economic Development and Culture Committee Minutes

Recommendations:
That the minutes of the following meeting are approved:
4. Presentations
 - 4.1 2023 Annual Report - Economic Development and Culture Committee
5. Items for Discussion and Reports
 - 5.1 2024 Work Plan - Economic Development and Culture Committee
 - 5.2 Skilled Trades

5.3 Member updates

- i. Councillor Andrews - Council
- ii. S. Brown - Dufferin Board of Trade
- iii. J. Patterson - Orangeville BIA
- iv. M. Vinden - Business community
- v. L. Horne - Orangeville and District Real Estate Board
- vi. J. Small - Public member

6. Correspondence

7. New Business

8. Date of Next Meeting

Tuesday, November 21, 2023 at 8:00 a.m.

9. Adjournment



Minutes of Economic Development and Culture

September 19, 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: V. Chair, Councillor Andrews
L. Horne, Orangeville Real Estate Board
J. Patterson, Orangeville BIA
J. Small, Public Member, virtual
M. Vinden, Business community

Members Absent: Chair, S. Brown, Dufferin Board of Trade, regrets
M. Mischkot, Public Member, regrets

Staff Present: H. Savage, Gen. Mgr., Community Services
K. Lemire, Mgr., Economic Development & Culture
B. Lusk, Administrative Assistant
M. Mair, Planner, Development and Community Improvement

1. Call to Order

Vice Chair Andrews called the meeting to order at 8:05 a.m.

2. Disclosures of (Direct or Indirect) Pecuniary Interest

Councillor Andrews read the Land Acknowledgement statement.

There were no disclosures of direct or indirect pecuniary interest.

3. Adoption of Minutes of Previous Meeting

2023-013

Moved By M. Vinden

That the minutes of the following meeting are approved:

2023-06-20 Economic Development and Culture Committee Minutes

Carried

4. Presentations

4.1 Matthew Mair, Planner, Development and Community Improvement, Infrastructure Services

M. Mair said that a new Community Improvement Plan (CIP) was approved by Council in July 2022 replacing the last CIP created in 1990. He said that the new CIP evolved from extensive studies of the community, and that a suite of eight financial incentive programs were designed to encourage revitalization and investment in key areas of Town.

M. Mair provided a high-level summary of the various programs, their applicable users, the incentives available to eligible applicants, and the overall goal to provide economic stimulus to the Town.

K. Lemire indicated that a few incentives in the CIP were available town-wide, but the focus is on the Town's Industrial, Commercial, and Mixed-use areas. Depending on the program, property owners, tenants and developers may be eligible.

M. Mair stated that a seven-person CIP advisory committee will be formed to conduct reviews of applications. They will provide comments and recommendations to staff for approvals. Planning staff will receive basic intake applications and schedule a pre-conference meeting to ensure eligibility before accepting full submissions for the committee to review.

K. Lemire said that one Economic Development and Culture Committee member is included in the composition of the CIP committee. She said there is also a public member position, and she asked members to explore their contacts and recommend that they apply for the position.

Note: Councillor Andrews requested the CIP Committee recruitment application link be circulated to members.

Committee members requested information about the allocation of funds for CIP programs and how they would be distributed fairly to both large

and small businesses. Councillor Andrews explained that there is \$70K included in the 2023 budget for CIP implementation. He said annual allocations may be adjusted based on demand. H. Savage said any future budget requests would be more successful if accompanied with data about program uptake, actual implementation costs, and comparisons of other municipal CIPs.

M. Mair said that the CIP is designed for specific target groups which may decrease the competition between various applicants. K. Lemire added that some programs are Town-wide and could be accessed by all.

K. Lemire said that with the CIP committee's support, three programs may be selected to promote initially, the Comprehensive Facade Improvement Grant, the Landscape Improvement Grant, and the Accessibility Improvement Grant.

Note: Councillor Andrews requested future updates about CIP approved applications from the EDCC rep on the CIP Advisory Committee.

K. Lemire advised that the existing Business Park Signs will be removed this year. She said that businesses will be able to access the Landscape Improvement Grant for signage and use their own branding. M. Mair said that there are design guidelines that applicants will be asked to consider as part of their applications.

Note: K. Lemire was asked to send M. Mair's Community Improvement Plan presentation to members after the meeting.

2023-014

Moved By L. Horne

That the Committee appoint Melissa Vinden to the Community Improvement Committee.

Carried

5. Working Group Reports

5.1 Arts & Culture

K. Lemire stated that the Call for Artist selections will be installed on the four utility boxes by the end of this month.

A new tree sculpture, "The Farmer" will be installed on Broadway at Wellington Street prior to the last outdoor Farmers' Market in October.

K. Lemire said that "Connect to Create" will be presented on October 4 by artist Chelsea Johnson. The event will support the local arts and culture community. Registration includes access to an exclusive Facebook group that will be a space to share any thoughts and questions while making further connections and receiving content directly from Chelsea.

6. Items for Discussion and Reports

6.1 Skilled Trades

Councillor Andrews said that at the Council meeting, on August 14, 2023, Sandy Brown, Director, Dufferin Board of Trade presented a Skilled Trades Training Centre Proposal. Council was asked to support a joint application for a Provincial Skills Development Capital Grant and to consider using Town-owned land for the purpose of building a Skilled Trades Training Centre. Although supportive of the need to support skilled trades in our community, Council did not approve support for this particular project.

Members discussed organizations that deliver skilled trade training and the many challenges they have getting the required support to supply the greater demand.

Councillor Andrews deferred further discussion to the next meeting.

6.2 Member Update

J. Patterson reported that the BIA intends to trademark its new brand, but has asked the Town to apply for the Trademark because a BIA cannot own a trademark.

He said the BIA has approved additional funding to purchase more seasonal decorations. He said they anticipate that the clock in the median on Broadway will be repaired by November.

J. Patterson said that the BIA's summer events were well attended, and the ongoing street entertainment was an asset to the visitor experience. He mentioned that the Broadway repaving scheduled for September 26 to 28 would disrupt businesses again.

M. Vinden said that many business clients are concerned about cash flow as they continue to recover from the pandemic. She said some businesses are doing very well and others are not. M. Vinden asked if the Small Business Enterprise Centre could provide an information session for her staff about SBEC services and resources so that they can make

referrals to their struggling business clients who require greater coaching assistance.

L. Horne reported that the housing market in Orangeville has picked up since earlier in 2023. She said that seventy-eight residential dwellings and eight condominiums were listed for sale, and nine detached rental listings were currently available. She said that eighty-four houses and twelve condominiums sold between July 1 and September 18, 2023. L. Horne said that less than fifteen percent of sellers relocate within Orangeville.

L. Horne said that bidding wars are less common now and not all buyers are paying list price or elevated prices. In some instances, buyers can make purchase offers with conditional or escape clauses.

L. Horne said that five commercial/industrial listings and five businesses currently for sale do not reflect the true availability picture. She said that most of these properties are not listed on MLS by the commercial realtors originating from across the GTA.

Councillor Andrews attended the AMO in August and said challenges with affordable housing and homelessness are impacting many municipalities. He said that the smaller municipalities have fewer resources to tap into than larger centres. He said that a tiny home initiative was proposed to Council, and recent policy changes to allow two additional units to residential properties in Orangeville are suggested solutions but not without their challenges.

Councillor Andrews said that Council is committed to improving the tree canopy in town to forty-percent coverage by 2040. Other updates included the status of the men's homeless shelter and groundbreaking for the new Avalon Long Term care facility.

7. Correspondence

B. Lusk said that a letter of resignation from the Committee was received by email dated Tuesday, September 19, 2023 from EDCC member Mark Mischkot.

8. New Business

2023-015

Moved By M. Vinden

That the Committee accept the resignation of Mark Mischkot and request the vacancy be filled.

Carried

9. Date of Next Meeting

Tuesday, October 17, 2023 at 8:00 a.m.

10. Adjournment

The meeting adjourned at 9:40 a.m.