



Agenda
Economic Development and Culture Committee Meeting

June 11, 2024, 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 Town Hall - 87 Broadway)

Orangeville, Ontario

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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.

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Pages

1. Call to Order

2. Disclosures of (Direct or Indirect) Pecuniary Interest

3. Land Acknowledgement

We would like to acknowledge the treaty lands and territory of the Williams Treaty Nations and the Mississaugas of the Credit First Nation. We also recognize that Dufferin County is the traditional territory of the Wendat and the Haudenosaunee, and is home to many Indigenous people today.

4. Adoption of Minutes of Previous Meeting

2024-04-09 Economic Development and Culture Committee Minutes.

Recommendations:

That the minutes of the following meeting are approved:

5. Presentations

- 5.1 **Nancy Johnston, Director, Strategic Initiatives**
Update on Economic Development and Culture Strategy
- 6. **Working Group Reports**
 - 6.1 **Arts & Culture**
 - 6.1.1 **Call for Artists Selections**
 - 6.2 **Business Outreach**
- 7. **Items for Discussion and Reports**
 - 7.1 **Canadian Open in Caledon 2025**
 - 7.2 **EDC Activity Report May 2024** 10
- 8. **Correspondence**
 - 8.1 **NCAAHC Conference 2024 Report** 11
Nashville Conference on African American History and Culture that
Councillor Andrews attended in February, 2024.
- 9. **Announcements**
 - 9.1 **Member Sectorial Reports**
Councillor Andrews - Council

D. Morris - Dufferin Board of Trade

J. Patterson - Orangeville BIA

M. Vinden - Business community

L. Horne - Orangeville and District Real Estate Board

J. Small - Public member

S. Waqar - Public member
- 10. **Date of Next Meeting**
Tuesday, September 10, 2024 at 8:00 a.m.
- 11. **Adjournment**



Minutes of Economic Development and Culture Committee Meeting

April 9, 2024, 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 Andrews
L. Horne, Orangeville Real Estate Board
J. Patterson, Orangeville BIA, 9:30 left mtg.
J. Small, Public member
S. Waqar, Public member, virtual

Members Absent: D. Morris, Dufferin Board of Trade, regrets
M. Vinden, Business community, regrets

Staff Present: K. Lemire, Manager, Economic Development & Culture
B. Lusk, Administrative Assistant
M. Jamieson, SBEC Co-ordinator

1. Call to Order

The hybrid meeting was called to order by Councillor Andrews at 8:04 a.m.

1.1 Resignation of the Chair S. Brown

EDCC Members accepted the resignation of S. Brown, DBOT representative.

1.2 Appointments of Chair and Vice Chair

Councillor Andrews volunteer to take on the position of Chair for the committee with the resignation of Chair S. Brown. The committee members were in favour.

He then extended an invitation to receive nominations to fill the Vice Chair position. J. Patterson accepted a nomination, and the committee members were in favour.

2024-003

Moved by L. Horne

That the Committee appoint Councillor Andrews for the position of EDCC Chair.

Carried

2024-004

Moved by Councillor Andrews

That the Committee appoint J. Patterson for the position of EDCC Vice Chair

Carried

1.3 DBOT member introduction

Councillor Andrews introduced D. Morris, Executive Director of the Dufferin Board of Trade, as the new DBOT representative on the EDC Committee, replacing S. Brown. D. Morris has been a committee member in the past and will bring her experience again to this role.

2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3. Land Acknowledgement

Councillor Andrews said that the community has a new not-for-profit organization called The Brave Canoe whose mission is to bridge understanding and bring revitalization of Indigenous history, culture and traditions within Dufferin County.

Councillor Andrews then acknowledged the treaty lands and territory of the Williams

Treaty Nations and the Mississaugas of the Credit First Nation. He also

recognized that Dufferin County is the traditional territory of the Wendat and the Haudenosaunee, and is home to many Indigenous people today.

4. Adoption of Minutes of Previous Meeting

2024-005

Moved by J. Small

That the minutes of the following meeting are approved:

2024-02-13 Economic Development and Culture Committee Minutes

Carried

5. Presentations

5.1 Small Business Enterprise Centre Overview

M. Jamieson, the Co-ordinator of the Small Business Enterprise Centre (SBEC) in the Economic Development and Culture office presented an overview of the Small Business Enterprise Centre.

M. Jamieson described how the SBEC works with the EDC office and explained how his experience as a business owner qualifies him to offer relevant guidance to SBEC clients. He said that 90% of businesses operating in Orangeville are small business, reinforcing the importance of the SBEC's services to our community.

Since joining the SBEC, he has worked diligently to build relationships with entrepreneurs by establishing two unique mentorship groups. The Concept to Commerce program guides participants through the fundamentals of starting a business and the Forum Group is a support group to established business owners. It provides peer mentorship and a platform for members to discuss various challenges in a confidential and trusting environment.

M. Jamieson said that the SBEC also delivers Starter Company Plus and Summer Company, two Provincially funded programs that offer grants and support. He said \$40,000 in grant funding was circulated to small business owners in 2023 in Orangeville and surrounding areas.

In addition, the SBEC provides individual business consultations, registration assistance, and networking and training opportunities for small business owners.

This year, the SBEC launched an Awareness Campaign to promote services available to support local businesses.

M. Jamieson said a featured event Ask the Experts Expo on May 8 will provide an opportunity for entrepreneurs and small business owners to connect with experts in various fields and seek guidance and advice. The Economic Outlook Breakfast held in the Fall is aimed at providing insights and information about the economic outlook for the region.

M. Jamieson reviewed the funding model that contributes towards the \$258,250 annual cost for delivery of SBEC services which are free to clients. He said that the SBEC funding has remained stagnant many years and that advocacy from SBC Ontario, Big City Mayors, and the Western Ontario Wardens Caucus has drawn attention to that challenge. The 2024 provincial budget included some increases related specifically to Starter Company Plus and summer Company programs.

Councillor Andrews thanked M. Jamieson for his presentation to the committee and requested that he provide the same information at a future Council meeting.

6. Working Group Reports

6.1 Arts & Culture

K. Lemire said that the Call for Artist submissions are due on May 9 and that the working committee would be gathered to select the 2024 installations for the two Utility Box locations. She said that the working group would bring their report to the June 11 EDCC meeting.

L. Horne said that she would like to continue her service on the Arts and Culture working group.

6.2 Business Outreach

6.2.1 Working group member vacancy

Councillor Andrews said that the working group met in January to discuss planning stages for business outreach but did not meet in March. He said that he would like to establish a bi-monthly schedule for the working group and determine the best approach to move this forward.

J. Patterson accepted a request to fill the member vacancy.

L. Horne indicated that she would like to have another member replace her in this working group. Councillor Andrews said that he will ask members who are available to meet bi-monthly when the schedule has been established.

7. Items for Discussion and Reports

7.1 EDC Activity Report March 2024

K. Lemire announced that McSweeney & Associates has been hired to develop a new 2024 Economic Development and Culture Strategy and Action Plan. The project will be initiated in April and the EDC committee will be invited to participate at various stages of the project.

8. Correspondence

8.1 Letter of resignation from the DBOT representative

S. Brown advised the EDC Committee in an email on March 25, 2024 that he intended to resign as the Dufferin Board of Trade representative and that D. Morris has agreed to represent DBOT on the committee.

Councillor Andrews explained that DBOT appoints their own representative and therefore an advertised vacancy replacement is not required.

9. Announcements

9.1 Member Sectorial Update

Councillor Andrews provided highlights of recent Council activities which included appreciation for an Orangeville Tourism Strategy progress report by V. Sword and K. Lemire.

He said that a land purchase by Quality Cheese of the excess rail spur located beside 40 Centennial Road will be used for their business expansion.

Councillor Andrews said that a new Noise By-law passed by Council provides clarity and stronger enforcement measures.

Councillor Andrews reported that the Homelessness Task Force (HTF) will be dissolved at the April 29 Council meeting and the goals of the HTF will be moved up to the County level. He said that the Town will create a new

Affordable Housing Task Force to look at government partnerships and an asset inventory list of land provided by the Planning Division.

He said that the SHIP (Servicing and Housing in the Province) development at 236 First Street will host a grand opening on Friday, April 12. He said that 1200 applications were received for the twenty-six affordable housing units.

J. Patterson said that the BIA will roll out the regular spring and summer programs as in past years. He said that the expansion plans for Best Western and the opening of the new Hampton Inn in Mono is good news for event attraction. He said that the Bluebird Cafe and Grill recently opened The Nest, a new accommodation option in Orangeville.

He said that he attended the first Official Plan Steering Committee meeting on April 2 as the EDCC representative. He noted that the BIA is well represented on the committee.

K. Lemire noted a recent increase in the number of businesses for sale, particularly in downtown Orangeville and asked if the BIA had any insights on this trend. J. Patterson said that the BIA had no specific insights but suggested that each one has their own reasons. He noted that the cost of doing business has risen significantly, driven by increases to minimum wage and food costs.

L. Horne said that currently there are ninety-two residential listings and sixteen condominiums listings available. She said that in the past sixty days there were sixty-five residential and eleven condominiums sold. Despite this, she said it is still a sellers' market and housing prices are not declining despite low inventory.

She said that there are currently fourteen commercial listings, including nine businesses available for sale. Two of the commercial properties have conditional sales. In the past sixty days, she said one commercial property sold.

L. Horne said that banks are offering bi-monthly mortgage payments and longer amortization periods to ease the burden on housing affordability, but inflationary impacts far outweigh the challenges people are experiencing.

J. Small recently attended an Artsbuild Ontario webinar and shared insights learned about succession planning for the arts sector. She said that workforce attraction for skilled people in this industry are like other

sectors, but compensation and work schedules are often less attractive, leading to recruitment challenges. She said that the webinar also spoke to challenges related to sustaining theatre venues and assets. J. Small said diversification is often required to generate income and may include sharing office/building space between multiple partners and encouraging new uses outside of typical performance schedules.

S. Waqar commented on her experiences with the newcomer community and noted that there are often challenges connecting them with appropriate employment opportunities. She asked how skilled newcomers are being supported locally.

K. Lemire said that the Economic Development offices in Orangeville and Shelburne host two job fairs per year. She said that Georgian Career and Employment Services participate at the job fairs providing job seeker support. In addition, the Economic Development office partners with the Waterloo Wellington Dufferin Workforce Planning Board and there is a PolyCultural office in Orangeville that supports newcomers.

10. Date of Next Meeting

The next meeting is scheduled to be held on Tuesday, June 11, 2024, at 8 a.m.

11. Adjournment

The meeting adjourned at 9:50 a.m.

Economic Development and Culture Activity Report May 2024

Economic Development

- The development of our new Economic Development and Culture Strategy and Action Plan is being led by McSweeney & Associates. Current priorities include an in-depth market/community analysis and stakeholder engagement using a public [online survey](#), targeted focus groups and interviews.
- Applications for programs available through the [Community Improvement Plan](#) continue to be received by the Planning team for review and consideration by the CIP Committee.

Small Business Enterprise Centre (SBEC)

- Twenty-four business owners and five local professional experts attended the Ask the Expert Expo on May 8. The new event was very well-received by all participants and provided relevant and specific information. Given the event's success, the SBEC is considering organizing a similar event in Fall 2024.
- Sixteen applications were received for [Summer Company](#).
 - o Five will be selected to participate in the program and will receive \$3000 in funding along with mentorship and training to support a summer business.
- Applications are being considered for the next [Starter Company](#) program, beginning in July.
 - o Ten participants will be selected for the 20-week training program, with the opportunity to present to a Grant Selection Committee in November.
 - o A second program will begin in October, with applications being accepted until August 30.
- The SBEC Co-Ordinator attended the 2-day SBC Ontario Conference in May. Representatives from 37 (of 54) regional SBEC offices gathered to learn and share best practices. The conference enabled the SBEC Co-Ordinator to forge relationships with other SBEC offices.

Tourism and Culture

- New [visitor guide](#) was published in May and to date 3,345 booklets have been distributed to more than 30 locations in Dufferin and across Ontario.
- Two updated art walk brochures offer self-guided tours featuring popular public art pieces.
- [2024 Festival Guide](#) was promoted online through partnership with PostMedia leading up to the Orangeville Blues & Jazz Festival to encourage visitors to return for other summer events.
- Tourism Ambassador summer student – Ella Roth - joined the team in May and has been supporting many tourism-related initiatives and projects.
- Connect to Create was held May 29 and led by artist Chelsea Johnson. All eleven participants indicated “highly satisfied” in the post-event survey. The event aimed to support local artists and creative entrepreneurs with learning and networking opportunities.
- Twenty-four applications were received for the 2024 [Call for Artists](#) – 8 were new artists, 7 had previously submitted to the program. Two installations are planned for 2024.
- Staff continued to support Dufferin County initiatives by attending various tourism-related meetings and workshops.
- Tourism & Culture Officer Vicki Sword has been selected to represent the Headwaters Region on the Central Counties Tourism Board of Directors..

Communications, Administration, and Infrastructure

- Replacement and repair of damaged/deteriorated gateway signs at Buena Vista Drive/Highway 9 and First Street/Highway 10 was completed in May.
- Wayfinding sign repairs will be completed in June.

Subject: NCAAHC Nashville Conference on African American
History and Culture – 2024 Conference Report
‘Marching Towards an Inclusive Future’ - February 9th, 2024
EDI Highlights for consideration

Author: Joe Andrews – Councillor

Date: March 21st, 2024

Background:

The 43rd annual NCAAHC was held on February 9th, 2024 in Nashville, Tennessee at the Tennessee State University, Avon Williams Campus. This focused conference on diversity and inclusion brought government and community leaders from across North America together to address, understand, and embrace various forms of DI policy and procedure in order to empower and engage their communities.

Recognized for his leadership in EDI implementation in the Ontario post-secondary system, Orangeville Councillor Joe Andrews was invited to attend the NCAAHC by the event organizers.

As Chair of the Town’s EDI Committee, the timing of this invitation provided an opportunity to see first-hand how other communities confronted significant challenges and changes regarding diversity and inclusion. Also, by attending the conference, it would broaden the inventory of DI best-practices and open up a network of expertise to call upon when required as Orangeville’s EDI initiatives and activities evolved.

Over 200 attendees were introduced to nine key-note speakers¹ who focused on the areas of DI history, including the impact of *Desegregation*, *The Civil Rights Movement* from a ‘heritage building preservation perspective’, *DI in Sports*, acknowledging *Nashville’s unique DI history in collaboration with the Nashville Public Library system* along with the fostering of key DI initiatives that continue to involve minority communities while embracing the conference theme of ‘*Marching Towards an Inclusive Future.*’

One of the highlights was that Nashville Mayor, the Honourable Freddie O’Connell recognized Councillor Joe Andrews and the Town of Orangeville’s commitment to fostering EDI initiatives and strategies.

In addition to the key-note presentations, a number of connections were established with local, state, and other government representatives and stakeholders. All indicated similar challenges in fulfilling DI commitments in a timely fashion. It is hoped these connections will open the door for further dialogue and the sharing of DI information.

Take Aways:

As much as in Canada the term – EDI – is defined as Equity, Diversity and Inclusion, in the US, more specifically the State of Tennessee and the City of Nashville, the word Equity is combined in the word Inclusion.

Throughout the conference, reference was made of the City of Nashville’s Diversity and Inclusion Policies and Initiatives which upon first glance look like they have relevance to our Orangeville EDI activities.

Even though Nashville is a medium-sized US city (pop – 694,598²), there are a number socio-economic and demographic similarities to Orangeville.

¹ NCAAHC Key-Note Speakers; Freddie O’Connell, Mayor of Metro Government of Nashville, Linda T. Wynn – Conference Co-Chair, Zachary Keith, Knox County Archives Department, Dr. Rachel Martin, DI Historian, Sandra Parham, Meharry Medical College, Robbie D. Jones, Richard Grubb and Associates – Nashville Government Planners, Elliott Robinson, Nashville Public Library Division, Andrew Maraniss – DI Lessons Learned in Sports, Dr. Andre Churchwell, Key DI Initiatives to embrace Minority Communities

² Nashville Census - 2024

Historically, the City of Nashville has been recognized internationally for its stance on desegregation, diversity and inclusion. Because of this, significant growth and focus continues in 2024 on the minority communities now representing a large portion of change in how local Nashville DI (Diversity and Inclusion) policy is implemented.

An example is the focus on diverse hiring and staff support within the City's operations, including the appointments of board or commission members who represent the broader community and can offer unique perspectives when making decisions that will impact all the residents of the city.

It is also the intent of the Mayor's Office to increase the overall diversity of the local government workforce. Quarterly workforce demographic reports are published to highlight the City's commitment.

Under the leadership of Nashville's Mayor, a 'Mayor's New Americans Advisory Council' was formed to foster an additional link between the emerging diverse communities and the local government operations. It features 11 members all from distinctive cultural and community representatives. E.g., Ethiopian Community Association of Nashville, Islamic Centre of Nashville, Asian and Pacific Islander Community Association.

This Advisory meets monthly to discuss issues relevant to the Nashville population and to share ideas with government leaders. The mission is to promote an equitable, inclusive, knowledgeable, safe and connected community.

Outreach beyond the Advisory is also a priority, thus understanding what is developing and or what are the hot topics across the City is conducted through community outreach. Some of this is facilitated by the Nashville Public Library system and Heritage Commission. (Monthly gathering events are scheduled)^{pg. 5}

Operationally, the local government seeks to procure from a diversity of supplier types. There are incentives to support the City of Nashville and business owners. The Procurement Division serves as a central contracting office with 51 departments, agencies, commissions, and boards, working to ensure fairness, equality

and economic inclusion. The Office of Minority and Women Business Assistance works to stimulate economic growth with women owned businesses.³

Other highlights from the conference presenters included; the repeated reference for ‘continued openness and cross-pollinated dialogue between diverse members of your local community’ – professionals, E.g., medical field, the arts, the importance of Indigenous relations, and the unexpected gatekeeper of minority knowledge, E.g, Vivian Thomas (Pearl High School).⁴

Lastly, the opportunity to see first-hand the application of EDI initiatives at a well established conference such as the NCAAHC has provided different perspectives for the Town to consider.

Key Points for consideration:

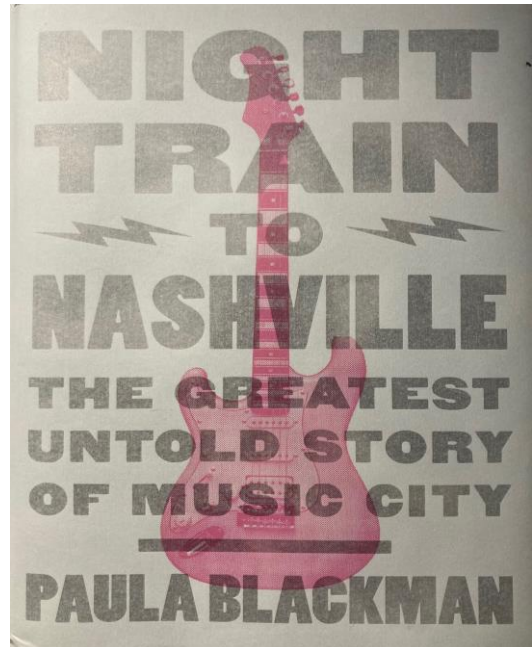
- Operationally, municipal government policies and procedures should include ‘inclusiveness and diversity’ in decision making.
- EDI must represent your unique community make-up. (This must include underrepresented members of your community / hidden figures (intentional or unintentional)
- *Acknowledge the intersection of business diversity and inclusion*
- *Acknowledge the intersection of sports diversity and inclusion* (E.g., Sports Hall of Fame)
- *Acknowledge the intersection of your community* (growing neighbourhoods)
- Address heritage diversity and history through Library, events, tours, or properly defined declarations, etc.
- Use the ‘community grant program’ to bridge any gaps for such activities.
- To gain additional knowledge, bring ‘thought leaders’ to the table for shared ‘lived-experience.’
- Deployment of cultural awareness through art, food, fashion and music at the local level.
- Remember, once stories of diversity and inclusion are lost, they are lost!

³Metropolitan Government of Nashville Business Diversity

⁴ Celebrating Black History Month: Dr. Vivien Thomas – South Carolina Centre for Fathers and Families, Dr. Andre Churchwell – Senior Advisor – Inclusion & Community Outreach – City of Nashville, Tennessee



Linda T. Wynn, Conference Co-Chair
with Orangeville Councillor Joe Andrews



An example of literature acknowledging
change-makers embracing inclusion



Inclusive initiatives led by the Nashville Public Library system