



Agenda

Economic Development and Culture Committee Meeting

September 10, 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

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: 765 336 241#

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. 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

2024-06-11 Economic Development and Culture Committee Minutes

3

5. Presentations

5.1 Economic Development and Culture Strategic Plan Update

Ian Duff, McSweeney & Associates Consulting Inc.

5.2 Community Improvement Plan Update

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

6. Working Group Reports

6.1 Arts & Culture

6.2 Business Outreach

7. Items for Discussion and Reports

7.1 Economic Development and Culture Activity Report, August 2024

9

7.2 Affordable Housing Task Force

An update by Councillor Andrews

8. Correspondence

8.1 Business Community Committee Member Resignation

9. Announcements

9.1 Member Sectorial Update

1. Councillor Andrews - Council
2. D. Morris - Dufferin Board of Trade
3. J. Patterson - Orangeville BIA
4. L. Horne - Orangeville and District Real Estate Board
5. J. Small - Public member
6. S. Waqar - Public Member

10. Date of Next Meeting

11. Adjournment



Minutes of 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**

- Members Present:** Chair Councillor Andrews
Vice Chair J. Patterson, Orangeville BIA, excused at 8:58 a.m.
D. Morris, Dufferin Board of Trade, Virtual
J. Small, Public Member, Virtual, excused at 8:46 a.m.
L. Horne, Orangeville Real Estate Board
- Members Absent:** M. Vinden, Business community, regrets
S. Waqar, Public member
- Staff Present:** K. Lemire, Manager, Economic Development & Culture
H. Savage, Gen. Mgr., Community Services
B. Lusk, Administrative Assistant
D. Smith, CAO, Town of Orangeville

1. Call to Order

A hybrid meeting was called to order by Councillor Andrews at 8:08 a.m.

Councillor Andrews welcomed N. Johnston, McSweeney & Associates Consulting, and D. Smith, CAO, Town of Orangeville.

2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3. Land Acknowledgement

Councillor Andrews 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

2024-006

Moved by J. Patterson

That the minutes of the following meeting are approved:

2024-04-09 Economic Development and Culture Committee

Carried

5. Presentations

5.1 Nancy Johnston, Director, Strategic Initiatives

N. Johnston, Director, Strategic Initiatives, McSweeney & Associates Consulting presented an overview of the Economic Development and Culture Strategy development process.

She said that her team uses a four-step work plan to develop economic development strategies.

Step one is the discovery phase and pulls together information and insights about Orangeville to create a SCOAR assessment (strengths, challenges, opportunities, aspirations, and results) A community comparator analysis was also done with three similar communities.

N. Johnston said that step two is the defining phase using various methods of stakeholder engagement. She said that McSweeney & Associates have conducted nineteen interviews, and have received forty-five online survey responses to-date. Four focus groups on June 13 have twenty-five confirmed attendees. Step two also includes a staff priority setting session.

After completion of all interviews, focus groups and when the online survey is closed, she said McSweeney & Associates will present a progress summary at a stakeholder working group meeting in July. Using the input gathered from this working group, McSweeney & Associates will then develop a set of draft actions in step three.

N. Johnston indicated that the draft actions would be refined and finalized into a final presentation for Council consideration this Fall.

Councillor Andrews said that the EDCC will have an opportunity to review the report and that the Business Outreach working group will become more involved with the action items to assist the Economic Development and Culture office.

6. Working Group Reports

6.1 Arts & Culture

6.1.1 Call for Artists Selections

Councillor Andrews presented two art selections recommended by the Arts & Culture working group for the 2024 Utility Box Art program. He commented on the excellent quality of talented artists in our region who made submissions.

J. Small said that one of the recommendations was created by a first-time selected artist and the second artist has one other art installation.

K. Lemire said that there is a digital guide on the Love, Orangeville website that includes a complete inventory of public art pieces located throughout Orangeville. She said that visitors can access a public art map on the website or follow art walks to view and learn in detail about each piece in the collection of utility box installations, tree sculptures, statues and murals.

2024-007

Moved by L. Horne

That the artist selections recommended by the Arts and Culture working group for the Utility Box Art installations be adopted, and staff proceed with installations.

Carried

6.2 Business Outreach

Councillor Andrews said that the working group will develop a business outreach working plan once Council has approved the Economic Development and Culture Strategy.

He said that the working group will discuss different business outreach activities that will help the Economic Development and Culture office support local business owners.

7. Items for Discussion and Reports

7.1 Canadian Open in Caledon 2025

Councillor Andrews said that Mayor L. Post attended a recent event that announced a Caledon location for the 2025 Canadian Open. He identified the impact and potential tangible benefits for Orangeville and surrounding area. The Mayor and CAO will meet with organizers for further date information.

A meeting with H. Savage, K. Lemire and Town of Caledon staff has been scheduled to discuss the impact of the 2025 Canadian Open. H. Savage noted that Orangeville is the closest urban centre to the location of the Canadian Open, just 18 kilometres away.

7.2 EDC Activity Report May 2024

The EDC Activity Report was received in the agenda package. There were no questions regarding this item.

8. Correspondence

8.1 NCAAHC Conference 2024 Report

Councillor Andrews gave an overview of his Nashville Conference on African American History and Culture report attached to the EDCC agenda. He stated that the City of Nashville has an Office of Minority and Women Business Assistance that works to stimulate economic growth with women owned businesses. As the Chair of the Town's EDI Committee the conference provided insightful information for Equity, Diversity and Inclusion practices and policies in other communities.

9. Announcements

9.1 Member Sectorial Reports

J. Patterson said that Joy Emanuele, Triovest Property Management was approved as a new member on the BIA Board.

Councillor Andrews provided highlights of the Urban Municipalities Conference that he and Councillor Sherwood attended in Orillia.

He said that the Orangeville Blues & Jazz Festival organizers reported higher attendance this year which provided a welcome boost to businesses in Orangeville.

Councillor Andrews said that the Terms of Reference for the New Affordable Housing Task Force were approved by Council and that recruitment for community members will take place in preparation for meetings to begin in the Fall.

Councillor Andrews provided Council updates regarding a two-year extension given to the developers for Highlands Phase 2, and a new lawn watering by-law.

L. Horne said currently there are ninety-nine residential listings and fourteen condominium listings available. She said that in the last ninety days that one-hundred twenty-four residential and twelve condominiums were sold. Houses sold between \$595K to \$1,450,000 and condominium sales ranged in selling price between \$379K and \$799K.

She said that currently there are nine residential rentals listed on MLS that range in price between \$1,800 and \$2,700. There were fifteen rentals leased in the past ninety days.

L. Horne said that the aftermath due to Covid on the housing market may cause hardship for some buyers who bought homes during that time as mortgages are renewed. In addition, it has become increasingly harder for homeowners to maintain their properties having over-extended purchase financing. She added that new buyers venturing into the housing market today will earn better investment gain if they buy what they can now afford rather than saving for a down payment on their forever home.

L. Horne said that three commercial properties sold in the past ninety days and that there are currently twelve businesses for sale on MLS.

D. Morris thanked the Town and Council representatives for supporting the Dufferin Board of Trade (DBOT) Business Excellence Awards. She said that there were one-hundred and two nominees competing for seven awards celebrating local businesses in the community.

D. Morris said that the DBOT was able to scale up the Dufferin Biz Hub, their Social Enterprise initiative with an Investment Readiness Program grant. She said that the Dufferin Biz Hub offers a range of services, including office space rentals, business support and administrative services at affordable rates aimed at helping local businesses thrive.

She announced that free training through the "Level Up Dufferin" program previously known as Tourism Trails will once again be offered in July. She said training includes LGBTQ+ Safe Space, accessible and business training and that participants receive recognition window decals, and inclusion in the Level Up Dufferin business registry.

D. Morris said that the DBOT is supporting Headwaters Community in Action activities and collaborating with the County of Dufferin as they develop a new Economic Development Strategy.

10. Date of Next Meeting

The next meeting is scheduled to be held on Tuesday, September 10, 2024 at 8:00 a.m.

11. Adjournment

The meeting adjourned at 9:20 a.m.

Economic Development and Culture Activity Report

August 2024

Economic Development

- The [2023 Annual Report](#) was published in August. The report evaluates the community's economic vitality and includes key indicators such as the number of businesses and jobs. These statistics are complemented by a review of initiatives and events supported by the EDC office.
- The **Economic Development and Culture Strategy** is now being drafted, using insights and information gained during stakeholder engagement and community analysis. The strategy is expected to be presented to Council in November.
- Upcoming events include:
 - o **Orangeville and Area Job Fair** – Tuesday, October 1, 3 to 7 p.m. at the Best Western
 - Employer registration is now open; \$100 per booth
 - o **Business at Breakfast** (formerly Economic Outlook Breakfast) – Thursday, November 7, 7:30 to 9:30 a.m. at Monora Park
 - Complimentary tickets are available for EDC Committee members; please confirm to Betty Ann by October 30
- Promotion and execution of the [Community Improvement Plan](#) continues in collaboration with Planning and Communications.
- The position of Coordinator, Marketing and Projects has been filled by Becky Ewald while Ashley Noseworthy is on maternity leave.

Small Business Enterprise Centre (SBEC)

- Five local student entrepreneurs participated in the [Summer Company](#) program and successfully completed the requirements to receive \$3000 grants.
- Eight participants have been selected for the July cohort of [Starter Company](#).
 - o A second cohort will begin in October, with applications being accepted until September 15.
- Monthly [workshops](#) are planned until December and cover relevant topics for business owners.
- After a successful spring event, a second [Ask the Expert Expo](#) is planned for Thursday, October 24. Local experts will offer free advice about professional topics including legal, financing, accounting, insurance, and digital marketing.

Tourism and Culture

- The Town supported new and returning annual events throughout the summer including the Orangeville Blues and Jazz Festival and the Dufferin Film Festival.
- A tree sculpture – [The Nurse](#) – was installed in partnership with the local IODE and replaces a similar sculpture that was removed due to damage and deterioration.
- Repairs were completed on two public art pieces, Mr. Lacrosse tree sculpture at Tony Rose Sports Centre and the Teamwork utility box at the corner of Elizabeth Street and First Street.
- Staff continued to support Dufferin County initiatives by attending various tourism-related meetings and workshops and will participate in Explore Dufferin Investors Tour on September 25.
- Dates for the RBC Canadian Open are confirmed for June 2 to 8, 2025 and staff continue to investigate way to support this event locally.

Communications, Administration, and Infrastructure

- Wayfinding sign repairs were completed in June with additional repairs scheduled for the Fall.
- The 2024 work plan for the EDC Committee will be prepared for review at the November meeting.
- A review of the Town website is being conducted to ensure all information is up-to-date and accessible.