



Agenda
Economic Development and Culture Committee Meeting

February 18, 2025, 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

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: 691 060 810#

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 jbryan@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

1.1 Introduction of Committee Member - J. Large

2. Disclosures of (Direct or Indirect) Pecuniary Interest

3. Land Acknowledgment

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

Recommendations:

That the minutes of the following meeting are approved:

4.1 2024-11-12 - Economic Development and Culture Committee - Minutes

5. Presentations

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- 5.1 **Dufferin County Economic Development Update - Yaw Ennin, Manager of Economic Development, Dufferin County**
- 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, February 2025** 9
 - 7.2 **2025 Committee Meeting Schedule**
Recommendations:
That the Economic Development and Culture Committee reschedule the Tuesday, March 18, 2025 meeting to Tuesday, April 15, 2025, at 8 a.m.
 - 7.3 **Appointment to the Community Improvement Plan Committee**
Recommendations:
That _____ be appointed as the Economic Development and Culture Committee representative to the Community Improvement Plan Committee.
 - 7.4 **Improved Approval Process for Committee Meeting Minutes** 11
- 8. **Correspondence**
- 9. **Announcements**
 - 9.1 **Member Sectorial Updates**
Councillor Andrews - Council

D. Morris - Dufferin Board of Trade

J. Patterson - Orangeville BIA

L. Horne - Orangeville and District Real Estate Board

J. Small - Public member

S. Waqar - Public member

J. Large - Public member
- 10. **Date of Next Meeting**
Subject to Committee approval, the next meeting is scheduled for Tuesday, April 15, 2025, at 8 a.m.
- 11. **Adjournment**



Minutes of Economic Development and Culture Committee Meeting

November 12, 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: Chair Councillor Andrews
Vice Chair J. Patterson, Orangeville BIA
D. Morris, Dufferin Board of Trade
L. Horne, Orangeville Real Estate Board
J. Small, Public member

Members Absent: S. Waqar, Public member, regrets

Staff Present: K. Lemire, Mgr., Economic Development & Culture
B. Lusk, Administrative Assistant

1. Call to Order

Councillor Andrews called the meeting to order at 8:03 a.m. Justin Large attended as a member of the public joining by telephone.

2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3. Land Acknowledgement

Chair Councillor Andrews acknowledged 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

2024-010

Moved by J. Small

That the minutes of the following meeting are approved:

2024-09-10 Economic Development and Culture Committee

Carried

5. Working Group Reports

5.1 Arts & Culture

There were no current activities to report.

Councillor Andrews said that he has received many positive comments about the two newest public art installations and congratulated the working group for the selections that were made.

5.2 Business Outreach

K. Lemire said that the Economic Development and Culture Strategy will be presented to Council on November 18. She said that the strategy includes specific actions for business outreach activities and proposes a new first point of contact with the Economic Development and Culture office for overall town services. She said that background preparations for the business outreach action are being completed by staff.

Councillor Andrews said that he and Vice Chair J. Patterson look forward to connecting with business owners in several ways as soon as Council adopts the strategy.

D. Morris said that the Dufferin Board of Trade will share information about business openings with the Economic Development and Culture office to avoid duplicating services in support of business outreach actions.

J. Small said that in addition to the services that businesses request through a first point of contact platform, that they will also learn of other support services available by the Town of Orangeville.

6. Items for Discussion and Reports

6.1 Economic Development and Culture Activity Report, November 2024

Councillor Andrews congratulated the Economic Development and Culture team for the successful Job Fair held in October and the Business at Breakfast event in November.

K. Lemire said that the Visitor Information Centre will close in December and will save \$35K. she said some of the funds will be redirected in other ways to deliver visitor information services.

K. Lemire said that the town released a new Digital Guide using a web-based Mapme subscription which will provide informative interactive maps to tourism visitor. K. Lemire said that Mill Street Library staff will provide information.

K. Lemire and L. Horne will host a free Real Estate Roundtable event on November 26. Attendees will have an opportunity to interact with town staff from the Planning, Building and Economic Development and Culture Divisions. L. Horne reported that fifty-four people have already registered.

K. Lemire said that the Hallmark filming of Trading Up Christmas drew mixed responses from the downtown merchants. She said that lessons learned will be used to negotiate and determine any growth for this industry in Orangeville. J. Small offered to share policy building information that Brampton developed to deal with the same growing pains.

6.2 2024 Achievements and 2025 Work Plan

K. Lemire presented the annual report and reviewed the achievements of the Economic Development and Culture office in 2024.

She said that the items included in the 2025 EDCC Workplan are tied to the Economic Development Strategy. She added that the draft workplan items are dependent on Council adopting the new Economic Development and Culture Strategy. Both the 2024 annual report and the 2025 EDCC Workplan will be presented to Council on December 2.

2024-011

Moved by J. Patterson

That the committee approves the 2025 Economic Development and Culture Committee Workplan.

Carried

6.3 Meeting Schedule for 2025

Councillor Andrews shared the EDCC Terms of Reference. The committee expressed support of continued bi-monthly meeting dates in 2025 (third Tuesday).

The following dates proposed are January 21, March 18, June 17, September 16 and November 18, 2025.

2024-012

Moved by L. Horne

That the Economic Development and Culture Committee regular meetings will be held on January 21, March 18, June 17, September 16 and November 18, 2025.

Carried

7. Correspondence

None.

8. Announcements

8.1 Member Sectorial Update

Councillor Andrews said that Council supported Ontario's Big City Mayors Solve the Crisis Campaign with an appeal that was sent to the Federal and Provincial government.

Councillor Andrews said that town staff have proposed a lean 2025 draft budget for Council consideration, however property tax increases are to be expected.

He said that nominal increases to licensing fees are under review, and that the introduction of a pilot project for a snow removal rebate is under consideration.

Councillor Andrews said that capital costs for future housing developments have put the municipality at a crossroads where charging higher development charges to offset municipal servicing costs will have an even bigger impact on housing prices for buyers.

He explained why the motion to open the Hansen Boulevard extension was defeated.

Councillor Andrews said that the predicted increased costs to build the new firehall presents further challenge for Council. He said that Council

has obligations to the Skilled Development Fund Agreement and will explore alternative options to lower the costs of building.

He said that the CBC news recently profiled Orangeville's Fare Free Transit Program. The program which will extend until 2027 has demonstrated significant increased transit ridership since its inception in 2023.

D. Morris, Dufferin Board of Trade said that the Dream Career event on October 8th was attended by approximately 1,200 grades seven through twelve students. The event was hosted in partnership with the Career Education Council, and both the Upper Grand and Dufferin Peel District School Boards.

She said that the DBOT will offer the final Level Up Dufferin training session on November 27th. She said that thirty-five registrants attended the first five sessions. DBOT has created a second program focusing on Community & Business Leaders Building Positive Change training.

D. Morris said that they presented a new podcast series in October called "The Good Business Dufferin."

She said the first event in 2025 will be their annual Advocacy Breakfast, connecting local political leaders with the business community.

J. Patterson said the upcoming Joy and Lights Weekend activities will kick off the holiday season on November 15. In addition to the traditional Tree Lighting and Starlight Shopping, and the annual Santa Claus Parade, there will be a Joy and Lights Holiday Gift Market on Second Street.

L. Horne said that currently there are one-hundred and eighteen freehold housing listings, sixteen condominium listings and eighteen commercial listings available. She said that since September 1, 2024 there have been sixty-five freehold, eight condominiums and five commercial properties sold.

L. Horne said that freehold listings range in price from \$599K to \$2,999K. She said freehold housing properties sold ranged in selling price between \$509K and \$1,334K. She said that condominiums are priced between \$480K and \$639K.

She said variety and pricing availability with seventy-four listings falling under \$1,000,000 still means buyers are spending over 30% of their income for housing.

J. Small said that current building codes along with the costs of building permits and building materials impact the ability to create additional dwelling units for more affordable housing options.

9. Date of Next Meeting

The next meeting will be on Tuesday, January 21, 2025 at 8:00 a.m.

10. Adjournment

The meeting adjourned at 9:19 a.m.

Economic Development and Culture Activity Report

February 2025

Economic Development

- **Business at Breakfast** was held on Thursday, November 7 in partnership with TD Bank Group. There were 109 attendees, up from 82 in 2023. Leslie Preston, Managing Director and Senior Economist at TD Economics delivered the keynote presentation. A post-event survey was conducted; 85% of survey respondents were very satisfied with the overall event with 90% saying they would attend again.
- On November 26, the Town's EDC, Building, and Planning divisions partnered with the Orangeville and District Real Estate Board to host a **Real Estate Roundtable**. The event attracted a crowd of over 80 local realtors. A post-event survey indicated that 88% of survey respondents were very satisfied with the overall event and 100% said they would attend again. A follow-up event may be held in the spring with a focus on the new Building Code.
- [Dufferin County's Economic Development Strategy](#) was adopted in November.
- In response to ongoing parking challenges in downtown Orangeville, a new [online resource](#) was created to highlight the location of parking spaces.
- An online [Business Connection form](#) has been developed and launched. It will be used as a more formal way to gather important data on our local businesses, helping the EDC division to better connect and serve our business community.
- The EDC office has taken over responsibility for the Town's **Business Milestone program** and supports local businesses that are celebrating grand openings, expansions or anniversaries.
- Promotion of the [Community Improvement Plan](#) in 2025 will kick off with a targeted mail out to property owners in Priority Zone 2 with an invitation to an Information Session on April 8.
- In response to tariffs threats from the United States, the EDC office published a [Tariff Resource webpage](#) and is collaborating with Dufferin County, the Town of Shelburne, and the Workforce Planning Board to understand potential impacts to local businesses.
- Dufferin County is hosting a presentation "[What Trump Means](#)" on March 5. The event is **free and open** for all and is a unique opportunity for local businesses to enhance their understanding of cross-border economic dynamics.

Small Business Enterprise Centre (SBEC)

- The July **Starter Company Plus** cohort completed their training program. The grant committee met on November 27 and awarded \$5,000 grants to five applicants.
 - o The five grant recipients have been provided with professional mentoring from a bookkeeper and a SEO consultant. Professional head shots and video business profiles of each business owner were also completed and will be used to help promote the Starter Company program.
- Five applicants have been selected to participate in the October cohort of **Starter Company Plus**. Bi-weekly training began on November 6 and will conclude at the end of February when the grant committee will meet to assess their business plans.
- Monthly **workshops** hosted by the SBEC included:
 - o Building your Brand Online – November 13, 12 attendees
 - o Intellectual Property – December 3, 8 attendees
 - o Starting a Small Business – January 14, 12 attendees
- **Applications** for both Starter Company and Summer Company opened on January 6.
- The next **Concept to Commerce** group is set to start in February.
- To promote Summer Company and support youth entrepreneurship, the SBEC coordinator attended ODSS to review student's business plans.

Tourism and Culture

- In November, a **marketing campaign** with [BlogTO](#) targeted the GTA to attract out-of-region visitors to Orangeville. The ad drove traffic to a [dedicated webpage](#) on the LoveOrangeville.ca website and to other linked pages.
- In November, holiday activities held in downtown Orangeville were supported with **photography, videography, and attendance counts**. The [video](#) of the Holiday Market was a hit on social media. All assets and data will be used to enhance next year's activities and events.
- The new [digital guide](#) was presented to the Heritage Orangeville Committee on November 21 to showcase the Footsteps from our Past walking tours. A postcard promoting the tours was included in the 1,000 Heritage Calendars printed for 2025.
- The annual **Christmas in the Park** event was supported with drone photos and [video](#), as well as an [influencer](#) visit in partnership with Central Counties Tourism on December 8.
- The original Hallmark movie [Trading Up Christmas](#), premiered December 19 and featured many locations from downtown Orangeville including Suzanne Gardner Flowers, Pear Home, and Le Finis. A business survey was conducted to gather feedback about the film production and was used to build a check list for future film production requests.
- The **Visitor Information Centre** closed permanently on December 20. Alternative ways to find visitor information continue to be communicated. The EDC office now offers visitor services during regular operating hours and a satellite downtown location is being considered.
- The **Love, Orangeville campaign** is running from January 31 to February 28 and includes:
 - o The LOVE sign, installed at Town Hall from January 30 to March 1. Changes for this year include the addition of a comma to match the Love, Orangeville logo, a graphic of the logo including the URL, changing light colours, and a new base to prevent any movement.
 - o The promotion of a suite of online tools including the [new tourism directory](#), [new digital guide](#) and the [event calendar](#). The directory and guide were developed on the Mapme platform to highlight the locations, details for each point of interest, self-guided tours, tourism businesses and downtown parking. The launch includes internal training and messaging to the public, tailored to various audiences. ([Tourism newsletter](#), [EDC newsletter](#), [press release](#))
 - o Outreach visits and branded materials to approximately 200 tourism businesses
- Staff continues to support **Dufferin County initiatives** by attending various tourism-related meetings and will participate in the Explore Dufferin guide review process and the Explore Dufferin Investors Tour (E.D.I.T) [networking breakfast](#) and [bus tour](#) on April 23.
- Staff continues to support **Central Counties Tourism initiatives** by sitting on their Board of Directors, reviewing their 2025 business plan, and attending their [Tourism Symposium](#) on February 10.

Communications, Administration, and Infrastructure

- Betty Ann Lusk retired from her position as Administrative Assistant in December 2024. An evolved position was created – Business Services Assistant – to better reflect the role and its responsibilities. Jade Bryan was hired and started on February 10. Jade is an existing Town employee and was previously employed as a Customer Service Representative at Town Hall and in Recreation. We're delighted to have her join the EDC team.

Corporate Services

Previous Approval Process for Committee Meeting Minutes

Step 1: The Secretary completed the minutes after the meeting adjourned.

Step 2: The Secretary attached the draft minutes to the next Committee Meeting agenda for Committee approval.

Step 3: The Committee would pass a motion to approve the minutes (depending on the Terms of Reference, this could be 4 months later).

Step 4: The Secretary would upload the Committee approved minutes to eScribe for Council approval at the next scheduled Council meeting (this could be several weeks later depending on the Council meeting schedule).

Step 5: Council would pass a motion to approve the Committee minutes.

Step 6: The Committee minutes are published, and the Committee could action any resolutions included in the minutes.

This process could take several months to gain Council approval for actionable resolutions due to the meeting frequencies and schedules.

Improved Approval Process for Committee Meeting Minutes

Step 1: The Secretary to complete the minutes within 48 hours of the meeting adjournment.

Step 2: The Secretary to circulate draft minutes to Committee members, providing a 72 hour deadline to notify the Secretary of any omissions or errors within the minutes.

Step 3: The Secretary to make any necessary amendments.

Step 4: Following the deadline, the Secretary will send the minutes to the Clerk's Division for inclusion on the upcoming Council agenda, noting any actionable resolutions.

This enhancement will decrease approval-time significantly and will facilitate timely implementation of decisions. **Committee members are reminded that the minutes capture the decisions of the meeting and do not capture verbatim discussion.**