



Agenda

Economic Development and Culture Committee Meeting

April 15, 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

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**
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. **Minutes of Previous Meeting**

Recommendations:
That the minutes of the following meeting are received for information:

 - 4.1 **2025-02-18 - Economic Development and Culture Committee - Minutes**
5. **Working Group Reports**
 - 5.1 **Arts & Culture**
 - 5.2 **Business Outreach**
6. **Items for Discussion and Reports**

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- 6.1 Economic Development and Culture Activity Report, April 2025
- 6.2 Tariff Resources and Discussion
- 7. Correspondence
- 8. Announcements
 - 8.1 Member Sectorial Updates
 - Councillor Andrews - Council

 - J. Patterson - Orangeville BIA

 - D. Morris - Dufferin Board of Trade

 - L. Horne - Orangeville and District Real Estate Board

 - J. Small - Public member

 - S. Waqar - Public member

 - J. Large - Public member
- 9. **Date of Next Meeting**
The next meeting is scheduled for Tuesday, June 17, 2025, at 8 a.m.
- 10. **Adjournment**



Minutes of 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**

Members Present: Chair Councillor Andrews
Vice Chair J. Patterson, Orangeville BIA
L. Horne, Orangeville Real Estate Board
J. Large, Business Community Representative
J. Small, Public Member

Members Absent: D. Morris, Dufferin Board of Trade
S. Waqar, Public Member

Staff Present: J. Bryan, Business Services Assistant, Economic Development & Culture
K. Lemire, Manager, Economic Development & Culture

1. Call to Order

The meeting was called to order at 8 a.m.

1.1 Introduction of Committee Member - J. Large

Councillor Andrews, Chair, introduced Justin Large.

2. Disclosures of (Direct or Indirect) Pecuniary Interest

None.

3. Land Acknowledgment

The Chair acknowledged the treaty lands and territory of the Williams Treaty Nations and the Mississaugas of the Credit First Nation. The Chair 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

2025-001

Moved by J. Patterson

That the minutes of the following meeting are approved:

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

Carried

5. Presentations

5.1 Dufferin County Economic Development Update - Yaw Ennin, Manager of Economic Development, Dufferin County

Y. Ennin reviewed some of Dufferin County's Economic Development priorities for 2025.

Y. Ennin explained that a Municipal Accommodation Tax (MAT) Feasibility Study will be conducted and will include extensive stakeholder input.

He discussed the development of a County-wide Community Improvement Program that will complement existing Community Improvement Plans in Orangeville and Shelburne and encourage other lower-tier municipalities in Dufferin County to create their own.

Y. Ennin also discussed Dufferin County's Tariff Response Plan as was presented at Dufferin County's Council meeting on Tuesday, February 13th (Item 10.6 County Approach to Tariffs).

6. Working Group Reports

6.1 Arts & Culture

There were no current activities to report.

6.2 Business Outreach

K. Lemire presented a Business Outreach Plan for 2025 that outlined five specific tactics to be managed by the EDC division. She discussed that a

variety of tactics are required to ensure that the EDC division can meet the specific needs of local businesses and provide relevant support and value. The five tactics include a Business Visitation Program, Business Milestone Recognition, New Business Connections, Town Touch Points, and M1 Zone Directory Updates. A new online Business Connections form is used as the intake tool for each of these tactics.

Councillor Andrews asked that each Committee member consider their connections with local businesses and determine those that may be interested in a business visit. He also suggested that gathering groups of businesses in related sectors may be beneficial, similar to the Real Estate Roundtable event that was hosted in November.

J. Patterson discussed the opportunity to ensure other Town divisions are connecting business owners with the EDC division.

The EDC Committee discussed the development of a postcard that could be left with local businesses. The postcard would include EDC contact information, a link to the new Business Connections form, and information about the EDC division's available support.

The implementation of the Business Visitation Program will be discussed at the next EDC Committee meeting.

7. Items for Discussion and Reports

7.1 Economic Development and Culture Activity Report, February 2025

K. Lemire encouraged Committee members to connect with the EDC division with any questions.

7.2 2025 Committee Meeting Schedule

2025-002

Moved by J. Small

That the Economic Development and Culture Committee reschedule the Tuesday, March 18, 2025 meeting to Tuesday, April 15, 2025, at 8 a.m.

Carried

7.3 Appointment to the Community Improvement Plan Committee

2025-003

Moved by Councillor Andrews

That Justin Large be appointed as the Economic Development and Culture Committee representative to the Community Improvement Plan Committee.

Carried

7.4 Improved Approval Process for Committee Meeting Minutes

Councillor Andrews, Chair, explained the new Committee meeting minute review process.

8. Correspondence

None.

9. Announcements

9.1 Member Sectorial Updates

Councillor Andrews provided a Council update. He discussed the 2025 budget that was approved by Council on December 10, 2024 and he provided an update on the progress of the new Fire Hall. He reviewed a Notice of Motion that was endorsed by Council to support Canadian businesses and to strengthen the local, provincial and national economy responding to tariff actions imposed by US President Trump. He confirmed that the EDC Committee's 2025 Work Plan was approved by Council on December 2, 2024. He discussed his attendance at the 2025 ROMA Conference with Mayor Post, where affordable housing, health care, and infrastructure investment topped the list of discussions. He spoke about the Town's EDI Committee and provided an updated on the Affordable Housing Task Force.

On behalf of D. Morris and the Dufferin Board of Trade, K. Lemire reminded the Committee about the upcoming industry luncheon on February 27th, 2025.

J. Patterson provided an updated from the Orangeville Business Improvement Area (BIA). He said it was a busy holiday season in downtown Orangeville and that the new Holiday Market hosted in November was well-received. He provided an updated about the BIA's Annual General Meeting held on Tuesday, January 28th, 2025.

L. Horne provided an update on the residential and commercial real estate market in Orangeville.

J. Small spoke about the first-ever Economic Impact Assessment of the live music industry in Canada. Conducted by the Canadian Live Music Association, the research quantified the direct, indirect and induced economic impacts of the live music sector, including the tourism and fiscal impact of the industry at the national level.

J. Large discussed concerns about the potential impact of tariffs, particularly in the auto industry.

10. Date of Next Meeting

The next meeting is scheduled for Tuesday, April 15, 2025, at 8 a.m.

11. Adjournment

The meeting adjourned at 9:50 a.m.

Economic Development and Culture Activity Report

April 2025

Economic Development

- Business outreach initiatives continue including:
 - o Promotion of the online [Business Connection form](#) to collect important data on our local businesses, helping the EDC division to better connect and serve our community.
 - o Celebration of business milestones:
 - Grand openings: Mathnasium, Oh My Glow Aesthetics, The Health Practice
 - Anniversaries: The Nest (1 year), Biota Pet Care (5 years), Bluebird Cafe and Grill (6 years), Pizza Depot (25 years), and BookLore (35 years).
 - New custom Love, Orangeville ribbon and giant scissors have been well-received by local businesses.
 - o Business visits with owners of Bluebird Café/The Nest and Leggett's Collison.
 - o Alignment with other Town divisions to understand how/when local businesses contact the Town.
- Promotion of the [Community Improvement Plan](#) is targeting property owners in Priority Zone 2 (along Centennial Road). A targeted mail out in March provided information about the program. An information session will be held on April 22.
- The [Tariff Resource webpage](#) is updated as required. Collaboration with Dufferin County and fellow lower-tier municipalities continues. We will continue to monitor potential impacts to our local business community and workforce.
- Orangeville and Area Job Fair is scheduled for October 2 at Best Western
- Business at Breakfast will be held in early November (date TBC) at Best Western

Small Business Enterprise Centre (SBEC)

- The October **Starter Company Plus** cohort completed their training program. Each of the five participants were awarded a \$3600 grant and have also received 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.
- Applicants for the May cohort of **Starter Company Plus** are now being interviewed. Bi-weekly training will begin in May and will conclude at the end of October when the grant committee will meet to assess their business plans.
- Monthly **workshops** hosted by the SBEC included:
 - o Website Building Basics – February 11, 11 attendees
 - o How to Use SEO Effectively – March 18, 8 attendees
 - o Tax Tips for Sole Proprietors – April 9, 7 attendees
 - o Succession Planning for Small Businesses – May 27, 2025
- Applications for **Summer Company** opened on January 6 and close on May 16.
- The next **Concept to Commerce** group is set to start in May.
- The SBEC continues to host and moderate two monthly **Forum Groups** comprised of established local business owners.

Tourism and Culture

- Beginning in May, **visitor information services** will be offered at both library branches and a self-service area on the main floor at Alder Recreation Centre.
- The **Call for Artists** launched April 1 and applications will be accepted until May 15. Up to four pieces of artwork will be installed this year. Three boxes are located at 37 Armstrong, and the fourth is at Third Street and Fifth Avenue.
- An updated **visitor guide** will be printed in May. This year's guide will include QR codes, linking visitors to tools and resources on LoveOrangeville.ca. Two photoshoots have been completed to capture fresh images of local businesses and community members for the update.
- **Outreach to tourism businesses** continued with 70 visits to date. At each visit, we promote our suite of online tools ([new tourism directory](#), [new digital guide](#) and the [event calendar](#)). Outreach also included presentations to staff and BIA retailers.
- Staff continue to support **Dufferin County initiatives** by attending various tourism-related meetings, participating 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 continue to support **Central Counties Tourism initiatives** by attending their tourism symposium and spring networking events, sitting on their Board of Directors and participating in the partnership funding review committee. There will be four intakes for partner funding this year.

Communications, Administration, and Infrastructure

- The Town of Orangeville became aware of a cybersecurity incident on February 27, 2025 and are actively collaborating with cybersecurity experts and local authorities to investigate the incident. There was little impact to services available through the EDC division. **Based on the data reviewed at this time, there is no evidence of broad-based public impact.**